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THE NATIONAL NEWSPAPER OF MARKETING

Hobson Is Choice . . .

Bates Acquires Hobson Agency as British Unit

Adding First Non.-U.S. Office Boosts Billing Total to $130,000,000

LONDON, July 7—Ted Bates & Co., frustrated last year in its attempt to buy Masius & Fergusson, a Colgate agency in Britain, succeeded today in acquiring John Hobson & Partners, another Colgate shop here.

Rosser Reeves

The London agency will be operated as Hobson, Bates & Partners. John W. Hobson, chairman, goes on the board of Ted Bates & Co., and two Bates executives—Rosser Reeves, board chairman, and James C. Douglas, exec vp—become board members of Hobson, Bates.

Messrs. Reeves and Douglass were in London today for the signing of the papers. Mr. Reeves, who flew to London last year trying to close the Masius & Fergusson deal, said today that the Hobson agency is the "best outside the U. S."

■ The proposed buy of Masius & Fergusson, Britain's fifth largest

(*Continued on Page 8*)

Rep. Multer Attacks Babbitt's U.S. Stamp Offer as 'Racket'

WASHINGTON, July 9—B. T. Babbitt Co.'s plan to use U.S. savings stamps as merchandise premiums came in for a scolding in the House this week, as Rep. Abraham J. Multer (D., N.Y.) denounced it as "a racket" which ought to be outlawed.

The consumer-minded New Yorker rebuked Treasury officials for encouraging the Babbitt promotion, contending that it is "an advertising trick demeaning to the dignity of the United States." He also contended that it is likely to prove costly to the consumer, and that it enables selected firms to have undue competitive advantages.

To show he means business, Rep. Multer punctuated his remarks by introducing a bill pro-

(*Continued on Page 77*)

NEW CHIFFON—*This ad will run Aug. 2 in supplements in Chicago and Milwaukee in a 13-week test for Armour's new Gentle Chiffon. Daytime tv also will push the brand, which bows nationally later this year. Foote, Cone & Belding is the agency.*

Magazine Ad Volume in 1st 6 Months of '59 Is Up $30,783,630, PIB Reports

Supplements, Farm Papers Off Slightly; Magazine Center Opens

NEW YORK, July 9—Yesterday the magazine industry held a modest party to celebrate the opening of its new magazine center at 444 Madison Ave. The center will house the Magazine Publishers Assn., Central Registry Bureau and the Magazine Advertising Bureau, and there was a brisk breeze of confidence in the proceedings.

Part of the reason was evident today with PIB's report of the first half for magazines: General magazines in the first half of 1959 ran 36,581.9 pages, with a dollar volume of $368,630,007; in the first half of 1958, comparable figures were 35,199.6 pages and $337,-846,377.

Farm magazines were down slightly in pages and revenue—in the first half of '59 they carried 1,724.9 pages and $14,037,079 compared with 1,792.4 pages and $14,-262,571 in the first half of 1958.

Totals for the two groups were 38,306.8 pages and $382,667,086 in 1959's first six months, compared with 36,992.1 pages and $352,108,-948 in the first of 1958.

■ National newspaper supplements showed a drop which has been evident through the first half. They carried 1,409.8 pages and $49,819,733 for 1959, compared

(*Continued on Page 77*)

Despite Advertisers' Worries . . .

Private Brands' Gains Are Slowing, AA Finds

Private vs. National Brands Battles Mostly Within Product Groups

NEW YORK, July 9—This year most meetings in the food business have featured worried discussions of the rise of private brands in grocery stores.

A check by ADVERTISING AGE this week indicated that there isn't quite so much reason to be concerned over the private label's progress—(1) because it isn't as rapid as it has been, although the last eight years have seen a lot of growth, and (2) because the retailer, while fond of the profit margin in the private label, is perhaps more knowledgeable than he was about the necessity of national brands' presence to make private labels move.

■ For the food field, here are some highlights of the check:

1. It is not simply a battle between private vs. national labels, but rather a series of engagements in different product categories. The success or failure of any private label entry depends strongly on conditions within the specific product classification.

2. Major advertised national brands are often not hurt by private label entries. It is the secondary brand that usually suffers.

3. New label growth trends may stem from regional or local situations, not necessarily from private label growth.

4. There appeared to be no evidence of a major swing in 1958 to or from private or national labels.

■ Why are private labels attractive to food merchants?

Norman S. Rabb, vp of Stop & Shop Inc., Boston supermarket chain, gave four cogent reasons in a talk before the New York chapter of the American Marketing Assn. in April.

1. They give the retailer a better profit margin.

2. Nevertheless, the retailer can offer consumers comparable quality at a lower price than the na-

(*Continued on Page 77*)

Admen Tell FCC: Nets Should Run Programs

FCC Probers Told Multiple-Sponsor Trend Aids Many Advertisers

NEW YORK, July 10—Some of the most powerful behind-the-scenes figures in tv this week were on center stage as the Federal Communications Commission turned its program probe spotlight on the agency business.

The radio-tv bosses of ten of the country's top agencies were queried during the four-day hearing before Chief Hearing Examiner James C. Cunningham. These sessions were a part of the commission's protracted effort to determine the extent to which networks or others control tv programming, with particular attention to alleged tie-in practices or other pressure tactics. If the study uncovers situations that seem to warrant it, remedial legislation may be recommended.

A good deal of time was consumed setting forth such basics as (1) how an agency goes about formulating a marketing plan that includes tv, (2) the factors involved in the selection of a specific show and (3) the agency's creative role—if any—in that show and how that role may vary for network or non-network-controlled packages.

■ The testimony indicated that the networks have been able to tighten their control over programming due to the improved business picture and the trend toward multiple-sponsored programs. These shows are for the most part licensed and controlled by, though

(*Continued on Page 80*)

Cunard Cruises to Compton Berth

Announcement of Shift Follows 'Separate' Move from Ellington by Kelly

NEW YORK, July 10—The Cunard line is steaming into Compton Advertising, trailing behind its account supervisor, James Kelly.

Mr. Kelly's appointment as vp and creative group head at Compton was announced last week (*see story on Page 32*). He was formerly a vp at Ellington & Co., where he supervised the Cunard account. Mr. Kelly expects to move over to Compton at the end of the month.

Compton announced today that the Cunard Steam-Ship Co. will become a client Sept. 1.

Mr. Kelly wrote a book last fall, called "The Insider." It portrayed life in a bigtime agency, according to AA's review, as "a compound of frustration, intrigue and deceit." He was scheduled to deliver a manuscript to his publisher June 1 called "The Conformer," a novel to be set against a broadcasting background.

■ George O'Reilly, advertising manager of Cunard, told ADVERTISING AGE that Compton was picked "on its own merits." He said: "We made our own decision. Naturally

(*Continued on Page 77*)

Lewin Seeks 3rd Arbitrator in Agency Action

NEW YORK, July 8—A. W. Lewin, who has initiated arbitration proceedings against Mogul, Lewin, Williams & Saylor for alleged breach of contract, took his case to court today by filing an application in supreme court for the appointment of a third arbitrator to rule on his dispute with the agency.

Under the arbitration proceedings, Mr. Lewin was to name one arbitrator, the agency a second and the two arbitrators, in turn, were to name a third. They have been unable to agree on the third member and Mr. Lewin has asked the court to make an appointment.

The papers are returnable July 14.

■ Mr. Lewin, who was chairman of the board following the merger Jan. 1 of Lewin, Williams & Saylor with Emil Mogul Co., apparently left the agency more than two months ago.

When his absence was first reported in ADVERTISING AGE (AA, June 15) it was greeted by silence from both sides. Since then Mr. Lewin has issued a statement saying his contract was "arbitrarily breached" and his services as chairman and director have been "terminated."

Agency President Emil Mogul has denied the breach, saying that Mr. Lewin initiated a request for withdrawal from the agency "and his proposal was accepted." #

Last Minute News Flashes

Chesebrough-Pond's Reassigns McCann Accounts

NEW YORK, July 10—Chesebrough-Pond's Inc. and McCann-Erickson will terminate their 47-year relationship Oct. 15. The products involved—Vaseline hair tonics, Lip Ice pomade and the Pertussin cough remedy line—will be reassigned among the company's four other agencies within the next few weeks. The account bills about $3,-000,000. McCann was sole domestic agency for Chesebrough Mfg. Co. from 1912 until 1955 when it merged with Pond's Extract Co.

Ward Switches Tip-Top Bread from JWT to Grey

NEW YORK, July 10—Ward Baking Co. has appointed Grey Advertising to handle its $3,000,000 Tip-Top bread account, succeeding J. Walter Thompson Co., the Ward agency since 1941. Last December Ward also switched its Tip-Top cake line from JWT to Grey. The cake line will now be moved to a second agency "in keeping with the company's multiple-agency policy." The company is aiming for a Nov. 1 takeover date for the new agency. Grey will finish up the fall program for the cake line, which bills between $600,000 and $700,000.

C&O Names Meldrum & Fewsmith

CLEVELAND, July 10—Chesapeake & Ohio Railway has appointed Meldrum & Fewsmith, Cleveland, to handle its account—billing approximately $300,000—effective Oct. 1. C&O is leaving its present agency, Robert Conahay Inc., New York, because of the latter's acquisition of the New York Central Railroad account (AA, June 8).

(*Additional News Flashes on Page 81*)

Anheuser-Busch Builds Marketing, Hikes Sales

Busch Bavarian Barrel Gain Tops Bud's; Net Sales Rise 17% in '59

By Merle Kingman

ST. LOUIS, July 7—The hottest marketing team in the beer industry today is at Anheuser-Busch—and it isn't just the July temperatures in this steaming city.

As one beer wholesaling source put it (a hardbitten fellow not given to easy praise of brewers): "Anheuser-Busch is hot right now—everything they do is right."

This is a sharp change from only four years ago, when things were going wrong for this third-generation brewery run by the Busch family.

■ The company, whose sales and earnings dropped off disappointingly for two successive years in 1954-'55, turned the tide in 1956 by taking strong measures in its sales-advertising-merchandising-sales promotion operations. Since then sales and earnings have moved up with impressive and increasing acceleration as the company:

• Wrested first place in beer sales from Schlitz in 1957, exceeding 6,000,000 bbls. for the first time in four years.

• Widened its hold on first place by more than 1,000,000 bbls. in 1958, as it boosted sales 14% to 6,982,022 bbls., an industry record.

• Racked up the highest first quarter in its history in 1959, selling 1,637,413 bbls.—a 20% increase over the first quarter of record 1958.

• Achieved these gains when brewing industry sales were down or barely holding their own (down nearly 1% in 1957, up 0.5% in 1958).

■ This remarkable switch from a downskid to new heights demonstrates how temporary things can be—even success, as Anheuser-

(Continued on Page 70)

Disclaim Liability for Media Buys, Agencies Advised

CHATHAM, MASS., July 7—A suggestion that agencies stop accepting the liability for an advertiser's purchase of time or space was put forth by Morton J. Simon, authority on advertising law, at the sixth annual management conference of the National Federation of Advertising Agencies.

Mr. Simon, author of "The Law for Advertising & Marketing," recommended use of the non-committal form of space order which employs the words, "as agent for the advertiser" over the agency signature, or the disclaimer form. The latter negates any American Assn. of Advertising Agencies copy which may appear on the reverse, he explained.

"Acceptance by media associations of the recent consent decree makes this procedure entirely feasible," Mr. Simon added. #

Larson to Wausau Ad Post

John J. M. Larson, formerly with Crystal Tissue Co. and Kimberly-Clark Corp., Neenah, Wis., has joined Wausau Paper Mills Co., Brokaw, Wis., as advertising and sales promotion manager. Charles T. Elliott, sales vp of Wausau Paper Mills, continues in that post. The July 6 ADVERTISING AGE erroneously reported that Mr. Elliott had been named to the ad and sales promotion manager post.

Tandy Hires Holdsworth

Ben H. Holdsworth has been named general manager of the Montreal office of Tandy-Richards Advertising. He formerly headed his own business as a marketing consultant.

Ladd, Southward, M. Glen Miller Agencies Combine

CHICAGO, July 10—Two Chicago agencies—Ladd, Southward & Bentley and M. Glen Miller Advertising—are combining operations in what John W. Ladd, LS&B president, described as an expansion program for both companies.

At the same time, Sidney A. Wells, a former McCann-Erickson vp, will join the organization as chairman of its plans board. The combined organization will operate under the Ladd, Southward & Bentley name, with M. Glen Miller Advertising as a wholly owned division of Ladd, Southward in expanded quarters at 300 W. Washington St.

John Ladd

Mr. Ladd is president and treasurer. M. Glen Miller becomes senior vp and a director, and Charles F. Southward and R. Ford Bentley, both vps, complete the agency's four directorships.

As plans board chairman, Mr. Wells, who retired from McCann management last year to join Ira Rubel here last July, will direct the creative and planning activities

Sidney Wells

M. Glen Miller

of the agency. Mr. Wells, with McCann since 1926, was named vp and Chicago manager in 1952. In 1955 he became vice-chairman of the board and managing director of the German office and resided in Europe until early last year when he returned to New York corporate headquarters before leaving McCann.

■ The merged company will have a staff of about 20 persons, and the Miller division will continue to handle all current Miller accounts. Mr. Miller founded his agency in 1930.

Ladd, Southward is a specialist in the industrial field, with about 75% of billings made up of industrial accounts. The expansion will broaden the agency's background in consumer advertising, Mr. Ladd said. #

Hepple Joins Armour Alliance

Robert C. Hepple has been appointed marketing director of Armour Alliance Industries, Armour & Co., Alliance, O. Mr. Hepple formerly was with the Cleveland office of Booz, Allen & Hamilton Co.

REGIONAL TIE INS—*Lawry's is varying its ads for its dressing mixes to tie in with various other advertisers in regional editions of Sunset Magazine in July. As shown here, it is tying in with Regina wine vinegar in the central and southwestern editions and with Napoleon olive oil and wine vinegar in the northwestern editions. The now defunct California Advertising Agency placed these ads. The Lawry's account is currently handled by Doyle Dane Bernbach Inc.*

Texas Legislators Kill Bill to Tax Dailies ½¢ per Inch on Ads Over $1.20

Lone Star Legislator Also Sought Graduated Newsstand Price Levy

AUSTIN, TEX., July 7—The Texas house of representatives last week voted against a proposal to tax newspaper advertising and newspaper circulation, by a vote of 103-28.

Rep. Bill Stroman of San Angelo offered the plan during a special session of the legislature to find additional income to offset an expected deficit for the next two years.

Mr. Stroman said his proposal would cost newspapers about 80¢ a page. Specifically, it set a tax of ½¢ per column inch on advertising sold for more than $1.20. The tax went to 50% for political advertising, and excluded classified advertising. Mr. Stroman's proposal was aimed at income from daily newspapers, and excluded newspapers publishing less frequently than three times a week.

■ He also proposed a tax of 1¢ on each newspaper sold for 6¢, up to 15¢; and a 2¢ tax on newspapers selling for more than 16¢. Few newspapers in Texas, if any, sell for more than 5¢ daily, but Sunday editions in the largest cities sell for more than 15¢.

A Dallas legislator, John Crosthwait, commented that Mr. Stroman's proposal was unconstitutional, asserting courts have held it is a violation of freedom of the press to tax advertising.

"Things have changed a whole lot since then," Mr. Stroman replied. "The Constitution doesn't

(Continued on Page 79)

Use of Premiums, Contests Dips 4%, Survey Indicates

NEW YORK, July 7—For the first time since its inception, the sixth annual "Survey of Premium & Contest Advertising in Consumer Publications, Radio & TV" shows a decline in these forms of promotional activity, *Premium Practice* reports in its July issue.

Fully 62% of the print media monitored, the report says, had less incentive advertising from December, 1958, through May, 1959, in comparison with the same period of the previous year. There was an over-all 4% decline.

Good Housekeeping led the list in average number of offers per issue, with *Ladies' Home Journal* and *McCall's* following. *Life* had the most total space during those six months, followed by *Parade* and *Look*.

Though Columbia Broadcasting System regained the lead from American Broadcasting Co., all radio and tv networks had a drop-off in incentive commercials. #

Another First for Veteran Broadcast Gal: Reggie Schuebel Named VP of GB&B

NEW YORK, July 7—Guild, Bascom & Bonfigli has appointed its first woman vp: Reggie Schuebel, director of network relations for the agency for the past two years—and one of broadcasting's veterans.

Reggie Schuebel

Few can match her experience, knowledge and contacts—and enthusiasm—in the field. To her, time buying is "just as exciting and creative as any part of advertising . . . to me the challenge is finding new ways of buying time so you don't follow the leader."

■ Miss Schuebel has rarely played follow the leader, even at the beginning of her career. One of her most celebrated innovations came in her early days in the business when in the late '20s she conceived the idea of doing the Bulova time signals on radio.

A later innovation was the Schuebel alternative for handling 10-second tv station identification spots. The traditional way had been for the product and call letters to be shown together for 10 seconds. But in 1954, Miss Schuebel put across the idea of separating the two, with 7¼ seconds devoted to the advertiser's message alone, followed by 2¾ seconds full screen for the call letters and channel number.

■ A third Schuebel coup: In 1956, as time buyer for the Democratic party, she won a lower political rate for five-minute segments,

(Continued on Page 79)

BBDO Adds Execs in Buildup of Its Media Operation

NEW YORK, July 8—Batten, Barton, Durstine & Osborn has named six associate media directors—all new posts—and has created a media plans board.

The agency has been reorganizing its media setup for some weeks, having named eight men to various posts in the department (AA, June 8).

Fred Barrett, vp and media director, said the new associate directors are Michael J. Donovan, who moved from Benton & Bowles, where he was vp and assistant media director; William E. Beste; Joseph Harris; Herbert D. Manloveg; Theodore R. Meredith and Richard C. Wright.

New plans board members, aside from Mr. Barrett, will include Robert M. Anderson, trade publications; S. Austin Brew, newspapers; Kent D'Alessandro, plans and media analysis; Edward C. Fleri Jr., spot broadcast; Charles R. McKeever, network broadcast; Louis E. Millot Jr., magazines, and Daniel P. O'Grady, outdoor. All will be media supervisors.

Gert Scanlon has been transferred from client contact to media liaison "to strengthen communication among the agency's regional offices."

■ BBDO said it had beefed up its media department executive personnel by something like 10% by adding, in addition to Mr. Donovan, Bruce Doll, Stuart Edwards and

EDWIN M. MARSHALL *has been named business manager of Batten, Barton, Durstine & Osborn's radio-tv department. He joined BBDO from CBS 17 years ago, and will now be responsible for all business affairs of the department, including program and talent agreements and liaison with unions.*

Sam Landers, all from Lennen & Newell; Edward Koehler, last with Buchanan, which was merged into L&N last September and is now the Buchanan division of Lennen; Sal Cusimano, from Botsford, Constantine & Gardner; Conrad Ennis, from Doherty, Clifford, Steers & Shenfield, and Robert Hamilton, previously vp in charge of media for C. L. Miller Co.

Reorganization and strengthening of the media area stemmed from: (1) The new flexibility of magazines, which are moving strongly into regional editions, (2) Sunday supplements' moves to nationwide circulation coverage and (3) growing equality in the three tv networks' audience potential. Mr. Barrett added that these factors—plus the rapid increase in cost of time and space—joined to "place greater demands on media planning." #

Conner to 'Nation's Business'

David S. Conner has joined the advertising sales staff of *Nation's Business* in Chicago. Mr. Conner was formerly district manager of *Business Week* in Philadelphia.

Nielsen Ends TV Measurement Battle in England, Merges with Rival TAM

Attwood Group Gets Voting Majority in New Companies

By Mark Random

LONDON, July 7—A. C. Nielsen Co.'s Nielsen Television Index has bowed out of Britain after a five-year battle for supremacy in the tv audience field.

Nielsen and its British competitor, Television Audience Measurement (TAM), announced last week that they have merged their audience research activities into a jointly owned operation which will offer a single service.

TAM and Nielsen plan to offer this service throughout Western Europe.

The peace pact signaled the end of a long and often bitter squabble. For Nielsen, it was peace with honor. But it was still seen here as a defeat for the U.S. company and a victory for TAM, a subsidiary of the Attwood Group, a leading market research company.

Both Bedford Attwood, chairman of the Attwood Group, and E. P. H. James, director of Nielsen's tv division, stated the two companies were coming together on a 50-50 basis (*earlier story on Page* 28).

But it was evident that the British outfit was going to be top dog.

■ The Nielsen Television Index closed down with its report for the week ended June 28 and is closing its London office.

Nielsen tv subscribers will be offered the TAM service at rates identical to those currently paid by present TAM subscribers.

Two new companies have been set up to purchase all the shares of TAM. They will acquire certain Nielsen equipment, including the Nielsen instantaneous system recently introduced here.

One of these new companies will handle tv research business in Britain and Ireland; the other will handle tv research in seven European countries through a series of subsidiary companies.

The new companies, a news conference was told, have three types of voting shares: "A" "B" and "C."

The "A" and "B" shares will be issued in equal amounts and each

(*Continued on Page* 58)

Lavenson Hits Client 'Abdication' of Responsibilities

Once You Do Corollary Job, It's Yours, He Says; Agency Marks 30 Years

PHILADELPHIA, July 7—In the face of the continuous expansion and addition of services to clients by agencies, the head of an agency here has stated that though offering these services, agencies should only be held responsible for the creative advertising service.

In a 30th anniversary report to stockholders, James Lavenson, head of the Lavenson Bureau of Advertising, viewed with alarm a situation where too much responsibility, which, he said, rightfully belongs to the client, is being demanded of agencies. He came out strongly for being held responsible only for the basics of creating ads and placing them.

"In the last ten years of our growth from 'small' to 'medium size' agency," he said, "we reached the point at which, in order to meet the requirements of an expanded and diversified list of clients, supplementary services were added. Such additions to the basic job of creating and placing advertisements included marketing, merchandising, research, sales analysis, new product development, public relations and often, management counsel.

■ "But, although we found that

(*Continued on Page* 31)

Fitzsimmons Agency Gets 3 Roerig Drug Items

NEW YORK, July 8—The ethical drug field was percolating again this week.

Donald F. Fitzsimmons Inc., 10-month-old agency, was named to handle advertising for three J. B. Roerig products. Roerig is a division of Chas. Pfizer & Co.

Two of the products are new. The third is Bonadoxin, an antinauseant formerly handled by William Douglas McAdams Inc., which continues to service the rest of the Roerig line.

Roerig is familiar territory for Don Fitzsimmons. He supervised the Roerig account when he headed up the Chicago office of McAdams. He was also temporarily assigned some Roerig business at his previous shop, Burdick, Becker & Fitzsimmons (now Burdick & Becker).

The Fitzsimmons agency has also latched on to some new business from Upjohn Co., ADVERTISING AGE learned. The business involves a test program on one product. Upjohn is also a McAdams client.

Fitzsimmons' main business up to now has been three products from Organon Inc.

• At Erwin Wasey, Ruthrauff & Ryan, John F. Hogan, account supervisor on the big Lederle account, has been promoted to a vp. The agency said the appointment signals an expansion of the medical account department.

• And at Doherty, Clifford, Steers & Shenfield, where newly elected vp Henry Musser has moved into the spot vacated by William Duryea, Robert McQuinn Jr. was promoted to account executive on Merck, Sharp & Dohme. #

RAB Marks No. 1,000 in Station Members

NEW YORK, July 7—The Radio Advertising Bureau emitted an audible chortle today as it announced it had reached its goal of 1,000 radio station members with the addition of KCSJ, Pueblo, Colo. In June RAB signed up 42 stations, marking the third biggest month in its history.

Kevin B. Sweeney, president of RAB, predicted that by the end of 1959 the promotional group would have 1,150 station members, and 1,400 by the end of 1960. Similarly, RAB's income will be more than $1,100,000 by the end of this year and ought to be more than $1,200,000 in 1960.

RAB has station members in 620 communities in 49 states. Its top four states in membership are California (68), Texas (55), New York (54), and Ohio (49). Along with station members, RAB has three radio networks and 19 representatives as associate members. #

BIRD'S WAY—*Western Airlines has launched a new newspaper drive on the West Coast using these bird characters. Hertz ties in with a column with the same theme.*

Miles Names KVP for New Chemical Unit

Frolich, Otto Keep Portions of Account in Marketing Revamp

ELKHART, IND., July 8—Miles Chemical Co., Elkhart, Ind., has named Klau-Van Pietersom-Dunlap, Milwaukee, to handle its advertising. Miles Chemical, one of four major divisions of Miles Laboratories, recently was formed by combining the Sumner Chemical Co. and the Takamine Laboratory divisions and the Miles citric acid plant into a single division.

The other Miles divisions are Miles Products, Miles International and Ames Co., ethical pharmaceuticals manufacturer.

Advertising for Sumner Chemical formerly was handled by L. W. Frolich & Co., New York, which will continue to handle Ames domestic advertising. The Takamine division previously was handled by Robert H. Otto & Co., which continues on Miles export and Ames international advertising.

KVP is the second agency recently added by Miles Labs. Henderson Advertising Agency, Greenville, S. C., last week was named to handle new products of the Miles Products division, which markets the heavily promoted Alka-Seltzer, Bactine, One-A-Day vitamins and Nervine, all handled by Wade Advertising (AA, July 6).

■ Sumner Chemical has research and manufacturing facilities at Zeeland, Mich., and is a producer of organic chemicals offered in bulk form to the pharmaceutical, chemical and other industries. Takamine Laboratory, with research and production at Clifton, N. J., is a primary producer of enzymes for the feed, food and pharmaceutical and other industries.

The Sumner and Takamine names will continue to be used in connection with some established products for an indefinite "transitional" period, Howard F. Roderick, Miles Chemical president, said. #

Donahue Joins Crane Co.

Joseph A. Donahue has been named manager of sales promotion of Crane Co., Chicago. He most recently operated the consulting company of Donahue & Associates, LaSalle, Ill.

Black & Decker Names VanSant for Master Power Unit

BEDFORD, O., July 7—Master Power Corp., newly acquired subsidiary of Black & Decker Mfg. Co., Baltimore, has assigned its advertising to VanSant, Dugdale & Co., Baltimore, and will initiate an aggressive advertising campaign in eight business papers, it was disclosed by Hal Donofrio, the account executive.

The company, which manufactures air-powered tools for metal working, automotive, aircraft and foundry industries, will release its new campaign in October, with ads scheduled for *American Machinist, Canadian Industrial Equipment News, Factory, Foundry, Industrial Equipment News, Machinery, New Equipment Digest* and *Tool Engineer.*

J. Early Hardesty, vp and treasurer of Black & Decker, becomes president of the new subsidiary, and H. L. Williamson is general sales manager. Acquisition of Master Power Corp. marks the entry of Black & Decker into the air tool industry.

VAN SANT ADDS TWO BALTIMORE PAINT UNITS

BALTIMORE, July 7—Baltimore Paint & Chemical Corp. has appointed VanSant, Dugdale & Co. to handle advertising for two of its divisions, Baltimore Paint & Color Works Corp., manufacturer of Gleem and Wall-Fix paints, and Murphy Paints.

The former agency was S. A. Levyne Co., Baltimore.

F. M. Rodgers III will be account executive, and George Lucas copy supervisor. Daniel J. Loden, vp of VanSant, will be in charge of the account. While creative and planning phases start immediately, the agency officially begins work for the company Sept. 1. #

Max Factor Names Lyons A.M.

William Lyons has been appointed advertising manager of the U.S. division of Max Factor & Co., Hollywood, filling the position held by Robert Schafhausen, who resigned several months ago and now is account supervisor on Rexall Drug at Batten, Barton, Durstine & Osborn. Mr. Lyons has been with Troy Co., Chicago, as brand manager, and before that was with Benton & Bowles, New York, as an account executive.

Ampex Sales, Profits Zoom

Ampex Corp., magnetic recording devices manufacturer, reports its sales for the year ended April 30, 1959, totaled $43,808,807, 45% higher than the preceding year. Its net profit was $2,853,005, 85% higher than the preceding year. Earnings per share were $1.29.

NEW CEREAL—*General Mills is introducing what it calls the first and only caramel-flavored ready-to-eat cereal in America in several markets via television and in newspapers.*

Market Strategy . . .

AANR-BofA Unit Offers Sales Aid to Advertisers

Meeker, Johnson, Foulton, Moloney, Lipscomb Are Policy Group Members

NEW YORK, July 7—A sales force which will attempt to sell big spending national accounts on newspaper advertising has been set up by the Bureau of Advertising of the American Newspaper Publishers Assn. and the American Assn. of Newspaper Representatives.

In a joint announcement today, the BofA and the AANR said the high-level task force was "designed to fill a long-felt industry need for a strong national sales force [to] do a thoroughly modern and effective selling job on individual accounts, with individual programs tailored to the needs of each advertiser."

While the new group is called a "sales force," its role as outlined by the sponsors today will be that of a marketing team, recommending markets to advertisers and agencies rather than specific newspapers within a market. Selection of specific media will be left strictly to advertisers and agencies, it was pointed out.

■ Here's how the task force will operate, as outlined by the bureau and newspaper representatives:

"Individual representative companies and direct-selling newspapers will assign top men (on an unsalaried, parttime basis) to the national sales force. This group's objective will be to create newspaper sales plans for national advertisers in accordance with the

(*Continued on Page* 30)

Dictograph Names Wexton, Its 13th Agency in Decade

NEW YORK, July 8—Dictograph Products Inc., maker of intercommunications systems and Acousticon hearing aids, was on the move again this week.

Dictograph named Wexton Co. to handle advertising for intercom units. Anderson & Cairns, which previously had the entire account, retains the Acousticon division.

Wexton thus becomes Dictograph's 13th agency in the past 10 years.

The account was handled by Atherton Advertising, Los Angeles, back in 1950. It then moved to Maxwell Sackheim & Co., New York, which resigned the account in February, 1951. Walter McCreery Inc., Los Angeles, took its swing and was retired at the end of 1951 in favor of Buchanan & Co., New York.

The business was then divided among Doyle Dane Bernbach, Al Paul Lefton Co. and Esmond Hirsch & Associates—all of New York. In 1956, the account was split between Blaine-Thompson Co., New York, and Atherton again on the West Coast.

In 1957, Dictograph split its account between Graphomatic, a house agency, and John Schrager Advertising, New York. Last year Anderson & Cairns was named the national agency, with Atherton (again) Mogge Privet, Los Angeles, also retained for West Coast placement. #

Noyes Suit Charges 'Misappropriation' of $300,000 by Sproul

NEW YORK, July 10—Dorothy Noyes, advertising woman of the year in 1957, yesterday filed a suit against her ex-husband, A. E. Sproul Jr., and the advertising agency they own jointly, Noyes & Sproul.

The action, filed in New York supreme court, alleges that Mr. Sproul "fraudulently, wrongfully and illegally misappropriated funds" totaling some $300,000.

Miss Noyes seeks an injunction preventing Mr. Sproul from using the money on deposit in the agency's special account in the Irving Trust Co.

Also named as defendants are 12 other individuals and companies which allegedly received checks from the agency "outside of the regular course of business of the corporation."

Mr. Sproul said today that his attorney is preparing an answer which will not only constitute a denial of Miss Noyes' charges, but will level counter-charges. Mr. Sproul said that for the past two years Miss Noyes has been only "semi-active" in the agency.

Noyes & Sproul is an agency specializing in ethical drug advertising. Miss Noyes' suit placed the shop's billings at $5,000,000. Mr. Sproul and Miss Noyes were divorced in 1955 but continued to operate the agency as a two-headed affair, each with separate quarters and separate accounts.

Mr. Sproul is president and board chairman of the agency. Miss Noyes is vp, secretary and treasurer. In her suit, Miss Noyes says she owns 50% of the agency's stock and is also "a substantial creditor of Noyes & Sproul." #

Brooke, Smith Names 3 to Creative Staff; Adds Acme Unit

Brooke, Smith, French & Dorrance, Detroit, has appointed Ivor J. Menzies, until recently with Kudner Agency, to its creative staff. Mr. Menzies was an account executive with Kudner on the General Motors engines group for 10 years. BSF&D has named Donald J. Von Drasek, formerly a newspaper reporter, to its creative staff and promoted Michael Russell from the traffic and art buying department to the creative staff.

BSF&D also has been named to handle advertising for the automotive finishes division of Acme Quality Paint, a subsidiary of Sherwin-Williams Co. BSF&D has handled Acme consumer paint and insecticides for several years.

P&G Buys Summer Shows

Procter & Gamble has announced summer-time sponsorship of "Colt .45," "Cheyenne" and "Sugarfoot"—all ABC Television offerings. "Cheyenne" and "Sugarfoot" will push Liquid Prell and Crest toothpaste beginning July 14. "Colt .45" will promote packaged and liquid detergents, bar soaps and shampoos. Benton & Bowles is the agency.

Highlights of This Week's Issue

Private brands, a source of worry to advertisers, are slowing in their rapid rise of the past few years, with retailers more knowledgeable about the value of advertising, Advertising Age check shows ..... Page 1

Babbitt's U. S. savings stamp coupon offer is attacked by Rep. Abraham J. Multer (D., N. Y.) as "a racket" ..... Page 1

Magazine ad revenues and ad pages in the first half of 1959 were cheery news, according to PIB's report, with general magazines racking up 36,581.9 pages and $368,630,007 ..... Page 1

Anheuser-Busch took strong sales-advertising-merchandising measures after a sales downturn in 1954-55, has developed "the hottest" marketing team in the beer industry today ..... Page 2

Texas legislators kill proposal to tax newspaper advertising and newspaper circulation ½¢ per inch on ads over $1.20 ..... Page 2

A drop in the use of premiums and contests in consumer magazines, radio and tv of 4% is revealed in the sixth annual survey by Premium Practice ..... Page 2

Stop accepting liability for an advertiser's purchase of time and space, Morton J. Simon, lawyer, tells National Federation of Advertising Agencies ..... Page 2

Guild, Bascom & Bonfigli names its first woman vp: Reggie Schuebel director of network relations for the agency ..... Page 2

England's battle of the television measurement services ends as Nielsen Television Index and its British competitor, Television Audience Measurement, merge ..... Page 3

Agencies are taking on too many responsibilities which rightly belong to the client, James Lavenson, head of Lavenson Bureau of Advertising, says ..... Page 3

Bureau of Advertising and American Assn. of Newspaper Representatives set up sales force to sell big spending national accounts on newspaper advertising ..... Page 3

DuPont will use local tv programming in 15 markets to promote Orlon sweaters ..... Page 14

Account switching, so far a pasttime indigent to the Shores of the U. S., is catching on in England, as clients start game of musical chairs ..... Page 24

Morris April Bros. acquires Eatmor cranberry brand name as Eatmor Cranberries, marketing cooperative, dissolves ..... Page 28

Hotpoint discloses its print advertising for the second half of this year to retailers to help them tie in ..... Page 32

$70,000 spot tv drive helps American Sponge & Chamois Co. triple its sales in two years ..... Page 40

Philadelphia group seeks control of outdoor signs on highways in order to increase tourist trade ..... Page 49

Aluminum Co. of America's advertising men go out of their way to sell Alcoa's sales promotion men on Alcoa's advertising, Jay Sharp tells group ..... Page 53

Watch expense account if you want to improve public image of advertising agencies, Ernest Jones, MacManus, John & Adams president, says ..... Page 61

Detroit agency man finds that how the weather is reported can affect the sales of many businesses in an area ..... Page 75

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What They're Saying 12

The Sun shines on the nation's capital!

It's not because Baltimore is such a close neighbor of Washington that we have long maintained one of the largest news bureaus in the nation's capital. It's because Washington is more than ever such a close neighbor of the rest of the world. Big news breaks constantly on every front—and it takes a big and experienced complement of correspondents to keep up with it, analyze it, report it. By practicing this first rule of good journalism—*be* where the news is and *get all* of it—the Sunpapers provide the kind of attentive readership which, in turn, results in overwhelming *advertising leadership.*

Politics and People
By THOMAS O'NEILL
PRICES HIT RECORD HIGH
0.1% Rise In Consumer Costs Reported For May
By JOHN VAN CAMP
That's Washington
GORE FEARFUL ACTION ON STRAUSS WILL SET IKE, SENATE BICKERING
Senator Says He Sees Evidence Of 'Extreme Partisanship' Developing After Failure To Confirm President's Nominee
By PHILIP POTTER
HOUSING BILL FACES FIGHT IN CONGRESS
Public-Dwelling Funds Are Called Both Too Big, Too Small
By RODNEY CROWTHER
Analysis
By GERALD GRIFFIN

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

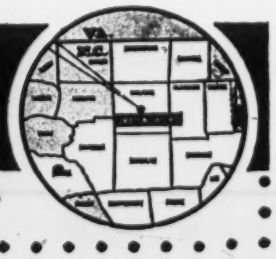
"This is the size we use in the Growing Greensboro Market!"

Set off a chain reaction! End up with carloads of sales by casting in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"WE at Stop & Shop have had a high regard for THIS WEEK Magazine for many years. We have always felt that . . . the type of advertising that it carries has been an effective means of gaining acceptance and sales of . . . products in our stores."

Sidney R. Rabb
Chairman, Stop & Shop, Inc., Boston, Mass.
(99 stores. $163,085,744 annual volume)

To Move Goods Fastest . . . Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week in Washington . . .

Texan Finds 'Choice' Lamb Chop Is Juicy as Gavel; Hits Grade Labeling

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 9—Rep. Abraham Multer (D., N. Y.) discovered the other day that compulsory grade labeling of food is just as controversial today as it was when Congress turned it down more than 15 years ago.

The congressman was before the House agriculture committee to advocate H.R. 1043, which requires an Agriculture Department grade on all meat sold to the public. His enthusiasm was lost on committee members, who seemed to feel that the housewife is in a bad way, if she has to depend on a federal grade to guide her selection of meat.

As the discussion unfolded, the pages of history flipped backward. In the early days of the New Deal, grade labeling was a prime objective of the "consumer movements." During World War II they strongly advocated it as part of the wartime price control system. But the issue has been dormant since 1942, when Congress passed special legislation specifying that no food processor could be required to use federal grades.

To document his case for compulsory grading of meat, Rep. Multer displayed food ads from Washington newspapers. Pointing to terms like "super right quality" and "table right, Grade A fryer," he complained that the shopper is misled. "The average housewife doesn't know what they mean and can't tell the difference until she has cooked it and tried eating it," he commented.

■ But Rep. W. R. Poague (D., Tex.) assured him the housewife probably wouldn't be any better off if the federal grades were on the package. Noting that many cattle people think the grading system is so misleading that it should be abolished, he reported, "I had a couple of lamb chops the other night which were supposed to be choice lamb. I didn't get any more lamb out of them than I would get out of this gavel."

The crux of the difficulty, according to Rep. Don L. Short (R., N. D.), is that the grading systems do not necessarily reflect consumer preference for such factors as palatability, tenderness and marbelizing. "My contention is that most people continue to buy meat on the basis of their satisfaction with what they bought the first time," he said. Regardless of the term the store uses to describe its meat, he added, "if the housewife is not satisfied with the quality of the product she buys, she will not go back there very often."

Food Industry Under Scrutiny

The food industry was getting a full measure of attention from congressional committees this week. On the House side, the small business committee moved ahead with a string of food industry executives who have been called to testify on distribution practices, including pricing policy, discounts and advertising allowances.

Meanwhile the Federal Trade Commission's chairman, Earl Kintner, was having some uncomfortable moments before the Senate small business committee, which is concerned with food industry mergers and "concentration." Sen. Hubert Humphrey (D., Minn.), who is spearheading this investigation, was miffed because FTC released preliminary results of its nationwide food marketing report without giving the committee an advance copy. In the crossfire that followed, Chairman Kintner professed to be surprised. He said so many congressmen are investigating the food industry, it would have been unfair if the commission had made an exception and given Sen. Humphrey advance information.

Probers Eye Contractors

The House military affairs committee began poking into the sales methods of defense contractors, including their use of retired military personnel as consultants, and their handling of entertainment and advertising funds.

A questionnaire submitted to about 30 associations in the defense field asks whether they have advertising budgets, and who administers them. It requests copies of the groups' magazines and other publications and asks what they spend for entertainment, grants and honorariums (for speeches and articles).

Fair Trade Bill Advances

As if he hasn't enough to worry about, it is beginning to look as if President Eisenhower might find the federal fair trade bill on his desk before this session of Congress is over.

Fair trade has been vegetating in the House rules committee since it cleared the House commerce committee last month. But sponsors claim it will sail through the House any time they are ready.

At the moment sponsors have been maneuvering to improve their chances in the House by considering changes aimed at rounding up more votes, including an amendment to assure the big oil companies that gasoline can be fair traded, too. They have also been politicking to determine whether anti-fair trade forces will let the bill pass without a roll call, which would require House members to record themselves.

Meanwhile, with reports circulating that Congress will remain here until mid-September, fair traders applied steam in the Senate commerce committee as fair trade hearings resumed there this week. If the bill does reach the White House, it will presumably be vetoed, unless President Eisenhower decides to disregard the advice of Vice-President Nixon, the budget bureau, the Justice Department, the FTC, the Commerce Department and the Agriculture Department, all of which have registered their opposition.

'Shoddy' Goods Are U.S. Norm?

Rep. Leonor K. Sullivan (D., Mo.) suggested in the House the other day that U. S. manufacturers are cutting so many corners to keep costs down that "shoddy" may become the national norm.

Her comment was prompted by a letter from a constituent who reported her new car developed a variety of ills, and that the manufacturer refused to correct them. "It is not just my car," the woman declared, "but everything we buy."

Rep. Sullivan said she has asked the St. Louis Better Business Bureau to look into this case. "But in the meanwhile," she said, "as a consumer I can feel more than a little sympathy for her plight and that of millions of others who find their new gadgets of all kinds falling apart in use." #

Production Machinery to Emery

Production Machinery Inc., Baltimore and Chicago, a new company which imports West German metalworking machinery and markets it under the Proma brand name, has appointed Emery Advertising, Baltimore, as its agency.

MARKETING QUIZ

If you were after

the $17.5 billion mass feeding market **which man would you sell?**

Mr. A
Institutional Feeder
Our customers are "captive." Feeding is not our primary interest. To sell us you have to be the low bidder.
Mr. B
Incidental Feeder
Here, feeding is a sideline...a convenience. Our daily volume isn't large.
Mr. C
Small Commercial Feeder
Attracting and pleasing customers is important to me—but my buying power is limited.
Mr. D
Large Commercial Feeder
I must give my customers good food, service and decor and I have the money to do it.

THE FIGURES. There are 152,000 institutional and 200,000 incidental feeding operations (Mr. A and Mr. B). Combined, they account for only 28.8 per cent of all the meals served away from home. The remaining meals, 71.2 per cent, are served in commercial restaurants (Mr. C and Mr. D). Thus, the 230,000 commercial restaurants are the "profit core" of the feeding industry. In "the *heart* of the profit core" are 55,000 large commercial feeders who do 80 per cent of the commercial business.

THE ANSWER is, of course, Mr. D. The large commercial feeder is the number one sales target. He has volume and the ability to buy new and better products. In fact, to stay in business, he *must* constantly improve his operation.

The award winning features in American Restaurant Magazine help the large commercial feeder keep his food, service and decor top-grade. This is the only magazine that concentrates on Mr. D and doesn't get sidetracked with Messrs. A, B and C. That's why American Restaurant has more subscribers in "the heart of the profit core" than any other publication. Want to know more about Mr. D? Send for these marketing tools: *1959 Restaurant Market & Sales Analysis; 1958 Subscriber Analysis; Readex Readership Reports.*

american RESTAURANT

PATTERSON PUBLISHING CO.
5 SOUTH WABASH AVE.
CHICAGO 3, ILL.

Why does Stewarts Coffee SELL SO WELL in this, one of the TOP TEN MARKETS*... MILWAUKEE?

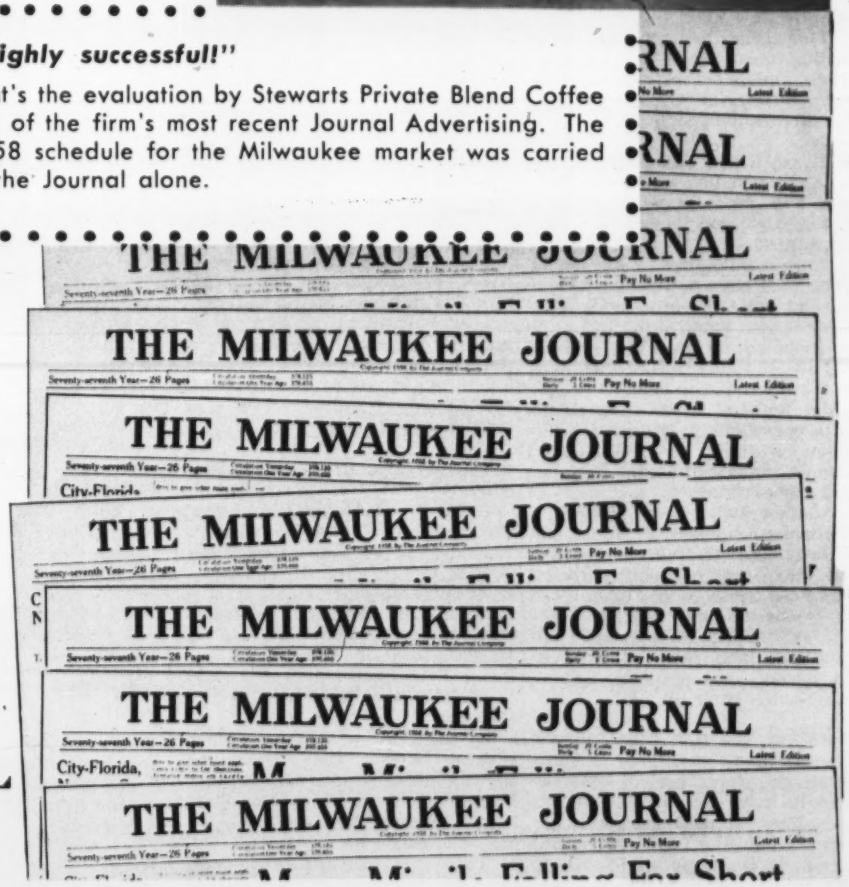
Using dominant space and dramatic ROP color, Stewarts challenged Milwaukee's highly competitive coffee market, and in less than two years recorded a marked consumer preference exceeding many established brands.

"We regard The Milwaukee Journal as one of the outstanding newspapers of America" — that's what they say at Stewarts Private Blend Coffee Company, Chicago. That's why they selected The Journal *exclusively* to test and introduce Stewarts Private Blend to the highly profitable Milwaukee market.

For details on succeeding in this, one of the top ten markets — Milwaukee — write direct, or call your Journal representative.

"Highly successful!"

That's the evaluation by Stewarts Private Blend Coffee Co. of the firm's most recent Journal Advertising. The 1958 schedule for the Milwaukee market was carried in the Journal alone.



**** Here's how Milwaukee ranks in market quality***

Median income per family	5th
% of families with incomes over $4,000	3rd
% of families with incomes over $7,000	6th
Median value of single dwelling units	4th
Median monthly rental	2nd
Retail store sales per family*	2nd
Food store sales per family	8th
Automotive sales per family	6th
Gasoline service station sales per family	4th
General merchandise store sales per family	4th
Eating-drinking place sales per family	3rd

**Retail ratings (exclude mail-order sales)*

THE MILWAUKEE JOURNAL

O'Mara and Ormsbee, Inc., National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco

Bates Acquires Hobson Agency as British Unit

(*Continued from Page* 1)

agency, fell through at the last moment. One of the stumbling blocks was reportedly the high price demanded by Warburg's Bank, which now controls M&F. Masius & Fergusson is the successor here to Lord & Thomas. A package goods agency, it is headed by L. M. (Mike) Masius, an American who went to London for Lord & Thomas before the war.

■ The London office is the first for Bates outside the U.S. Mr. Reeves cited three reasons for the move: The postwar revitalization of England, the European Common Market plans and international expansion by Bates clients.

James Douglas

J. W. Hobson

Mr. Reeves said Bates was attracted to Hobson because of the "way in which our basic advertising philosophies coincide." He noted that Hobson is, like Bates, "primarily a package goods agency."

■ Masius & Fergusson and Hobson both handle Colgate-Palmolive business here. M&F, which bills about $15,000,000 annually, has the largest slice of the account.

Hobson, an agency founded in 1955, became a Colgate shop in 1957. It handles Fab, Lustre-Creme and Cue, and it has just succeeded McCann-Erickson here on Cadum soap.

The agency was thought to be billing about $5,000,000, but today's announcement placed Hobson's billings at "over $9,800,000." It employs 160 people.

■ Bates, which billed $106,700,000 in 1958, said today that the Hobson buy puts its volume up to $130,000,000 and its employe force up to 1,000.

Colgate-Palmolive Co., which does more than 50% of its volume outside the U.S., bills some $25,000,000 with Bates in the U.S. Other Bates clients operating in Britain are expected to find their way to the Hobson shop before the year is out. Some of Bates' other clients with operations in Britain are National Biscuit Co., Standard Brands, American Home Products and Carter Products.

Another Bates client, Brown & Williamson, maker of Kools and Viceroy cigarets, is British-owned, but the parent company, British-American Tobacco Co., does all of its business outside Britain. Hobson, as a matter of fact, has been handling three Imperial Tobacco Co. brands—one of them, Bristol, being a new filter tip.

■ Hobson, like Bates, has enjoyed a spectacular success in a comparatively short period of time. Like its new U.S. parent, it has specialized in package goods accounts. And, like Bates, it has put particular emphasis on television. The agency was founded in October, 1955, just after the launching of commercial tv here.

It is also similar to Bates in enjoying one of the highest billings-per-man ratios in the British agency business. Based on the figures reported today, the agency requires only 15 people per $1,000,000 of billing, which is well under the standard here. Other shops here require 20 to 30 people for every $1,000,000 of billing.

■ John Hobson started his advertising career with London Press Exchange and joined Colman, Prentis & Varley after the war as assistant managing director. He left in 1955 to form his own shop, starting with a staff of 15. John Metcalf, deputy chairman of the agency, also left CPV to join Hobson. He is the agency's creative supervisor.

The agency's initial business was Gold Cup margarine, two Cadbury products and four soft drinks marketed by J. Lyons & Co. It has since been given assignments by the House of Seagram (four brands); Gaylord Hauser Products; Granada Television; Black & Decker; Johnson & Johnson; Bowater-Scott; Primula; Scandinavian Airlines System and Bic Pens.

It has attributed its success to "a strong emphasis on marketing and its ability to marry a marketing approach with exciting creative work." Its philosophy has been described in such Bates-like language as follows:

■ "The only criterion of whether the plan is right or wrong is in the ultimate sales. Other agencies care to be judged by prospective clients on the creative work they can show they have done. JHP takes the view that this is an illusory criterion; it asks to be judged only on the sales results of its existing clients."

The Bates invasion of Britain follows a similar move by Benton & Bowles last year. B&B acquired the London shop, Lambe & Robinson. The motivating force in that move was another soap client shared in common, Procter & Gamble. #

Gallagher, Kelne File Answer in API Libel Suit

NEW YORK, July 9—A general denial of charges of libel brought against the Gallagher Report Inc., Bernard P. Gallagher and Nathan Kelne by Advertising Publications Inc., publisher of ADVERTISING AGE, was made in the supreme court of New York this week.

Advertising Publications filed suit against Gallagher Report Inc. in April in the supreme court of New York (AA, April 6), asking $100,000 damages because of publication of allegedly defamatory material in a January issue of that publication in connection with the handling of subscriptions when Advertising Publications bought *Advertising Agency*.

■ Subsequently the suit was amended (AA, June 22) to include Bernard P. Gallagher, publisher, and Nathan Kelne, who reportedly writes some of the material appearing in "The Gallagher Report," as individual defendants. At the same time, other allegedly defamatory material appearing in a March issue of "The Gallagher Report" was also included, and damages sought were increased to $200,000.

In addition to entering their general denial, the defendants' answer this week denied that Nathan Kelne writes "The Gallagher Report," and also included the following statement:

"The said defendants deny knowledge or information sufficient to form a belief that plaintiff [Advertising Publications Inc.] is widely and favorably known as an honorable publisher."

No date for trial of the case has as yet been set. #

FREE FROM MERCURY—*Mercury dealers are offering a choice of these free gifts to prospects who visit showrooms. The display, designed and produced by the Merrick Co., Detroit, shows a salad set, a travel light, a silver-plated bottle opener and a five-piece table set.*

Durkee, Veteran Auto Adman, Joins JWT in Detroit

DETROIT, July 9—J. Walter Thompson Co., girding for the coming 1960 auto battle in Detroit and charged not only with the handling of the Ford account but the new Ford small car, Falcon, as well, this week announced the addition of a veteran of the automotive field, Burton H. Durkee, as coordinator of creative services in the Detroit office.

Mr. Durkee will return to Detroit in early August from Portland, Ore., where he has been exec vp and a member of the executive committee of Botsford, Constantine & Gardner and manager of its Portland office, a job he took last year. Mr. Durkee had been with the West Coast agency from 1936 until 1944. He was with Schenley Distillers' CVA Corp. in national advertising from 1945 to 1948.

■ In 1948 Mr. Durkee became Detroit manager of Morris F. Swaney Inc., which handled Kaiser-Frazer business in Detroit, and in 1949 became director of advertising and promotion for Kaiser-Frazer. He remained there until 1951, when he joined William H. Weintraub & Co. (now Norman, Craig & Kummel), which handled Kaiser, when the Kaiser-Frazer split occurred. In 1953 he became supervisor of the Packard account for Maxon Inc., and in 1955 joined the Chrysler division of Chrysler Corp. and was director of advertising and merchandising there until rejoining Botsford, Constantine & Gardner last year.

BUKER SUCCEEDS DURKEE AT BC&G, PORTLAND

PORTLAND, ORE., July 9—John C. Buker has been named manager of the Botsford, Constantine & Gardner office here. Mr. Buker recently rejoined BC&G as a vp and account executive after two years with Holst & Male in Honolulu (AA, June 29).

As Portland manager, he succeeds Burton H. Durkee, who resigned to join the operations committee of J. Walter Thompson Co., Detroit. #

C-E Moves Two to New York

Campbell-Ewald Co. has shifted James M. Durfee and Amil J. Gargano from Detroit to New York "in keeping with the stepped-up account activity and new business potentials in the New York office." Mr. Durfee, a copywriter who joined the agency six months ago, was formerly with J. Walter Thompson Co., Detroit. Mr. Gargano has been a member of the agency's art department for four years.

Mercury Mail Drive Offers Gift—Even to Buyer of Other Make

DETROIT, July 9—Marketing executives of the Mercury division of Ford Motor Co. are studying results of a sampling mail campaign offering gifts to owners of competitive cars.

In letters sent to a limited field of owners of medium-price cars in May (Oldsmobile, De Soto, Buick and Chrysler) the gift was offered if another middle-price car—not necessarily a Mercury—was purchased before July 31. Gifts offered were Benrus watches, Samsonite luggage and RCA transistor radios.

■ A trip to a Mercury dealer for an appraisal and a sales talk was necessary to be eligible for the prize, however.

The letters were circulated in the Chicago-Milwaukee area. Mercury said it has not yet decided whether the offer will be expanded to other areas, discontinued after the test period or continued in a limited fashion. It reported much interest in the test area, with no adverse reaction.

■ Meanwhile, Mercury dealers throughout the U. S. are offering lesser prizes to prospects contacted by postcard. The customer fills out a card and turns it in to his dealer, then receives the gift in the mail.

Gifts include a salad set, a travel light, a silver plated bottle opener, and a five-piece set of table silver.

FORD'S M-E-L UNIT NAMES MURPHY, KEMP

DEARBORN, MICH., July 8—Ford Motor Co. has made two new appointments in its M-E-L division. Walter T. Murphy was named advertising and sales promotion manager of Edsel, and J. S. Kemp was promoted to the new post of import car manager for the division.

Mr. Murphy, formerly marketing plans manager for Edsel, replaces Eldon E. Fox, who has joined Batten, Barton, Durstine & Osborn, Minneapolis, as account group assistant manager. From 1953 to 1957 Mr. Murphy was public relations manager and assistant sales manager of Ford's tractor and implement division.

■ Mr. Kemp, a native of England, was in Ford's Chicago district sales office from 1947 to 1953; he spent one year with the international division as manager of the business department in New York, and then went to England as manager of the Ford car and truck domestic division.

Ford imports the English Ford and German Taunus. #

Y&R Revamps Its Media Dept. to End 'Diffusion'

NEW YORK, July 9—Young & Rubicam has revamped its media department to end "diffusion of effort" and to "develop communications and quality of work."

The department—first known simply as the media department and more lately as the department of media relations—now is known as the department of media relations and planning.

"A major move," according to W. E. (Pete) Matthews, vp in charge, "was the division of the department into five planning-buying groups, each headed by an associate director and consisting of two or more media account supervisors and the necessary senior buyers and media buyers. These are self-contained groups, fully responsible for all work on accounts assigned to them.

"Their formation represents a significant change in department operation, since cross assignments of buyers to two or more associate directors have been eliminated and each buyer works only on accounts within his own group."

■ Mr. Matthews, who last February succeeded Peter G. Levathes, who earlier was named vp and head of Y&R's expanded radio-tv department, said:

Out of this "closer group activity," Y&R hoped to achieve (1) a simplifying of communications, (2) more flexible use of manpower in adjusting to shifting workloads and (3) clearer lines of activity in planning and service.

Mr. Matthews' revamped department is responsible for all media, including purchases of radio-tv spot announcements, but network time tied in with programs is a job for Mr. Levathes and his department.

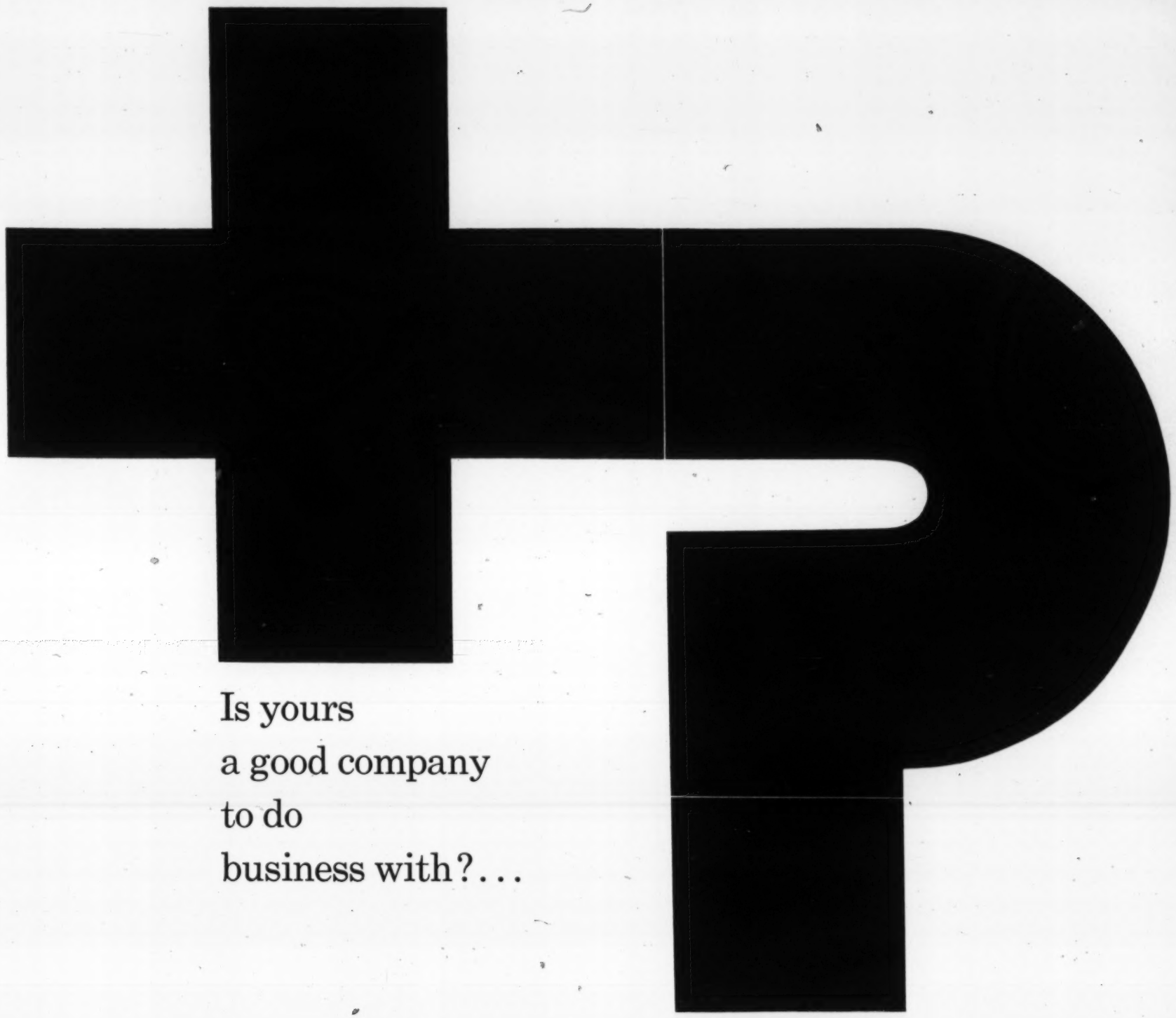
■ Associate directors of the media relations and planning department are Warren Bahr, who heads Group 1; Frank Coulter, Group 2; George Leithner, Group 3; Joseph St. Georges, Group 4; and Henry Sparks, Group 5.

Thus, Mr. Bahr is consultant on network radio-tv and keeps in touch with the Detroit office; Mr. Coulter is spot radio-tv consultant and advises the Chicago office; Mr. Leithner is consultant on newspapers and Los Angeles liaison; Mr. St. Georges is closed-circuit tv consultant and advisor to Canadian and foreign offices; Mr. Sparks consults on magazines and advises the San Francisco office.

■ Two additional associate media directors—Kirk Greiner and Thomas Skelton—are also departmental consultants. Mr. Greiner handles general media research, while Mr. Skelton's area is outdoor and transportation. In addition, Mr. Greiner is administrative officer in charge of buying personnel, indoctrination and training and departmental relations with media. Mr. Skelton is also manager of the outdoor and transportation unit. At the same time, he continues as all-media supervisor on Drake's cakes, National Sugar and Life Savers. #

JWT Has Vaseline Tonic

ADVERTISING AGE incorrectly reported in its June 29 issue that Dolan Ducker Whitcome & Stewart succeeded J. Walter Thompson Co. in London on the Vaseline liquid hair tonic account. JWT, London, lost the Vaseline liquid shampoo account to DDW&S, but retains the tonic.



Is yours
a good company
to do
business with?...

or only
fair
to do
business with?

You know the answer. But what about your customers and prospects? What do they think? Furthermore, what does your advertising encourage them to think? Does it contribute to the idea that yours is a good company to do business with? Naturally the magazine in which your advertising appears can contribute measurably to the total impression that readers get. For the impact of every advertisement is modified or magnified by its setting. What *additional* impact magazines add—*and how much*—has now been determined through a technique sponsored by Fortune. Ask your Fortune representative to show you the results of this pioneering effort in qualitative research. The study was done by Social Research, Inc. A film presentation of the findings, "FORTUNE AT WORK." runs 30 minutes...and finally *proves* what you suspected all along. **FORTUNE**

New York / Boston / Chicago / Cleveland / Detroit / Los Angeles / Philadelphia / Pittsburgh / St. Louis / San Francisco

Young Chicago

loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

The Editorial Viewpoint . . .

What Does 'Half Price' Mean?

Last week we published a letter from the general advertising manager of Massey-Ferguson, Toronto, dealing with a three-bar wrapper on Dial soap that speaks of a "½ price sale" that is really a 3-for-the price-of-2½ sale . . . "Buy two bars at the regular price; get the 3rd for ½ price."

Before the letter was published, we received a copy of a letter John A. Flink, of Ross, Flink & Livengood, Peoria, had sent to his local Better Business Bureau. It referred to the same 3-bar package of Dial, and raised precisely the same objections.

"The impression received by the purchaser—and even the store personnel—was that all three bars were being offered for the price of one and one-half bars," Mr. Flink wrote the BBB. "However, if you read the small type, you will see that this is not the case at all. The offer is actually three bars for the price of 2 and a half."

Advertising Age has commented before on "half price" advertising, notably for tires, that turns out not to be half price at all. As Mr. Flink says in his note to the BBB, this kind of advertising may be legal, since the actual facts are spelled out, but it is misleading, and it ought not to be used.

"Half price" has a very definite connotation, as well as having a definite meaning. When the half price offer refers to a purchase that can be made only after some other purchase has been made at the regular price, the facts ought to be clearly stated in such a way that even the casual shopper is not misled.

More Washington Doubletalk

"Representatives of advertising and media groups were assured by a ranking Commerce Department official today that hostile actions which the government takes to regulate advertising should not be regarded as an indication that advertising's importance isn't appreciated."

So said the news story reporting greetings brought to the newly organized advertising advisory committee by Under Secretary of Commerce Frederick H. Mueller.

"From time to time," said Mr. Mueller, "the government has to act in the interest of public safety, professional ethics or fiscal responsibility in a way which affects certain forms of advertising.

"But such actions must never be interpreted as in any sense a lessening of our fundamental belief in advertising as a touchstone of free enterprise in the marketplace and a bulwark of free speech and communication in our political and social life."

This magnificent example of Washington doubletalk may have dissolved the fears and doubts of the representatives of the 15 trade associations in advertising who heard Mr. Mueller, but it doesn't satisfy us. We'd a lot rather have fewer actions which make such backhanded assurances necessary.

Translate "public safety" into regulations promulgated by the Department of Commerce which almost prohibit outdoor advertising on federally-assisted highways; translate "professional ethics" into regulations of the same Department of Commerce which prohibit practitioners before the Patent Office from advertising—whether they are lawyers or not; and translate "fiscal responsibility" into Treasury rulings which have declared certain types of institutional advertising not deductible for tax purposes.

Then you get an idea of why it is difficult for many people in advertising to accept at their face value the protestations of love and affection which the Under Secretary uttered.

Show us; don't tell us, Mr. Secretary.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor, **Jariath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maleckl, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Fred W. Abercrombie.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Railroad Advertising

A good many merchandising people (presumably not including railroad people) believe that the railroads are not promoting themselves aggressively enough. A ratio of 0.21% of advertising expenditures to revenue, as reported by the Assn. of Railroad Advertising Managers, would seem to bear this out.

Aside from a handful of railroads, principally those in the West, passenger promotion seems to have fallen upon bad days. Of a total of $12,792,817 spent for such advertising in 1958 by 112 Class I railroads, almost exactly half—$6,341,103—was accounted for by four railroads. Union Pacific, Santa Fe, Great Northern—three great western lines—were in there promoting travel to the tune of $5,771,333. B&O was pushing Washington as a travel lure to the tune of $569,770. Every other railroad—including the Pennsylvania and the NYC, the two largest in terms of revenue—was far down the line.

And freight service of all 112 Class I railroads accounted for only $7,514,000 in advertising during the whole of 1958.

There is room for wondering if the railroads aren't under-promoting their services.

\# \# \#

Gladys the beautiful receptionist

—Arthur Dix, Conover-Mast Publications.

"He said his publication didn't need to be Starched, as it's printed on heavy stock."

What They're Saying . . .

McCall History

James McCall saw the possibilities of a wider market in a growing America. As a means of promoting the sale of dress patterns, McCall's founder early in 1876 started an eight-page monthly pattern and fashion periodical called simply, *The Queen*. This was a notable event in our company's history. The McCall name has been in print ever since that time. *The Queen* survived his death and remained a stable business through several management changes. In 1897 it expanded its format and the title was changed to *McCall's Magazine, the Queen of Fashion*. With the opening of a new century, it assumed its present title, *McCall's Magazine*, and started to carry advertising. The expanded magazine was immediately popular. Within two years, circulation reached an average of 80,000 copies per month. It is interesting to note that at that time the subscription price was 50¢ a year, and the single copy price was 5¢.

—Arthur B. Langlie, president, McCall Corp., speaking before the Newcomen Society of America.

Direct, Forceful, Truthful

There is no need to be defensive in your attitude or your approach. I am sure that, if you didn't sincerely believe yours was a good product and one which the public wanted, you wouldn't manufacture it in the first place. If, then, you believe in your product and are proud of it, why sneak around corners to promote it? Be direct . . . be forceful . . . but, remember, be truthful.

—Bill Treadwell, vp, Grey Advertising, at the 76th annual convention, National Confectioners Assn., Chicago.

Rough Proofs

"Even a perfect secretary," says Hammermill Bond, "makes a typing error now and then."

Just as her boss makes a grammatical error which she corrects now and then.

•

"When your golf clubs have True Temper shafts, you can play your best game."

Especially if you are not a terrible-tempered Mr. Bang who occasionally wraps a club around a tree.

•

Cars with bodies by Fisher "resist the years beautifully," but of course the owner's sales resistance to new models won't be affected too much.

•

Jack Paar is so allergic to national publicity that he enjoys lambasting the magazines which give him the most and the best of it.

•

DeBeers has adopted the philosophy of two cars in every garage, and is now promoting the idea of giving a diamond ring for the second honeymoon.

•

The new name of the NIAA—Assn. of Industrial Advertisers—suggests that it is at least a kissing cousin of the Assn. of National Advertisers.

•

"Distinctive type styles," says the IBM Electric Typewriter, "convey a quality of personal warmth that pleases the eye and commands attention."

That's just the machine for the collection department.

•

Paying tribute to the shoe industry, Chase Manhattan Bank says, "The near-miracle is that the nation's shoe stores provide a fit for practically every foot."

The exception is the gal who demands a shoe that defies the laws of anatomy.

•

Union Carbide says it has "weed killers that put an end to a back-breaking chore," and Weedone crab grass killer urges, "Don't break your back this year."

Copy like this may permanently discourage a lot of neophyte gardeners.

•

The mayor of San Francisco is running for re-election on his record, which features bringing the Giants and Willie Mays all the way to the Golden Gate.

•

"Advertisers," says Elaine Kortas, "can ruin a publication's image just as surely as bad editorial."

Readership figures may point the better way to these erring brethren.

•

Edward A. Myers says that because of mass media "millions are looking at the same westerns or hearing the same joke at the same electronic instant."

This doesn't seem to hurt the westerns, but it puts the comedians out of business.

Copy Cub.

HOW'S BUSINESS IN DELAWARE VALLEY, U.S.A.?

Department Store Sales Up • Job Openings Up • New Car Sales Up • Advertising Linage Up • All Up over the first 5 months of 1959!

In the first 5 months of 1959 The Philadelphia Inquirer gained more than 1,600,000 lines of advertising over the same period in 1958!

In the first 5 months of 1959 The Philadelphia Inquirer published the largest first 5-month volume of Department Store advertising in the history of this newspaper!

Every major advertising classification—Retail, General, Automotive, Financial and Classified—showed a gain over the same period in 1958!

Source: Media Records

For advertisers . . . for readers . . . for results

Good mornings begin with

The Philadelphia Inquirer

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . .
The Dispatch has the selling power.

The Columbus Dispatch

Rinso Offers Encyclopedia

A 12-volume "Picture World Encyclopedia" is being offered by Lever Bros. Co., New York, for 50¢ and one Rinso box top per volume. The offer is being supported by print and television advertising and point of sale. The offer is slated to continue through 1960. J. Walter Thompson Co. is the Rinso agency.

Joseph Love Plans 6-Page Ad

Joseph Love Inc., New York manufacturer of children's dresses, is observing Mr. Love's 50th year in the business with a six-page section in the August issue of *Harper's Bazaar*. The theme is, "The golden years—It must be love." Ovesey & Straus, New York, is the agency.

Sho-Aids Expands

Sho-Aids Inc., Philadelphia specialist for complete services to trade show exhibitors, has expanded into the New York area with offices at 12 John St. Louis De Cecco, vp, is in charge.

Du Pont Buys Local TV Programming to Push Orlon Sweaters

SHAWNEE-ON-DELAWARE, PA., July 7—Du Pont's textile and fibers department will buy local tv programming in 15 major markets to promote Orlon sweaters for women next fall.

Dr. K. C. Bass, of Du Pont's women's wear merchandising department, told the 40th anniversary conference of the Pennsylvania district, Knitted Outerwear Manufacturers Assn., that this departure in advertising is to utilize to the fullest local tv personality figures and to tie in with the local stores which account for over 50% of all retail store sales in the country.

Objective behind the local tv campaign, which is scheduled for September and October, is to prompt the big-volume stores to "put their selling time and money behind sweaters of Orlon."

■ Du Pont also will use big space for both Orlon and nylon sweaters in *Glamour, Harper's Bazaar, Mademoiselle, Vogue, New York Times* and the special *New York Times* fashion section, Dr. Bass stated. This also will be an early fall campaign to catch back-to-school as well as cool weather buying.

Orlon sweaters also will be featured on the new "Du Pont Show with June Allyson" in September, October and November to help promote new styles and fiber construction in both medium-price and highstyle garments.

To help give Orlon sweaters a push, the company has established resident field representative offices in New York, Dallas, Cleveland, Chicago and Los Angeles to keep in touch with retail stores and to set up storewide promotions. To date, Dr. Bass said, personal calls have been made on sweater buyers in 200 leading stores.

"The Five Great Knits in Orlon" will be the theme covered in the fall promotion. Batten, Barton, Durstine & Osborn is the agency.

DU PONT SETS DRIVE FOR MEN'S SWEATERS

SHAWNEE-ON-DELAWARE, PA., July 7 — "Sweatermanship with Orlon is the art of looking great in sweaters without half trying" is the theme behind an extensive fall program for men's Orlon sweaters by E. I. du Pont de Nemours & Co.

The campaign includes nine commercials on "Today," three on "The Du Pont Show with June Allyson," five color pages in *Sports Illustrated* and three b&w pages in *The New Yorker*.

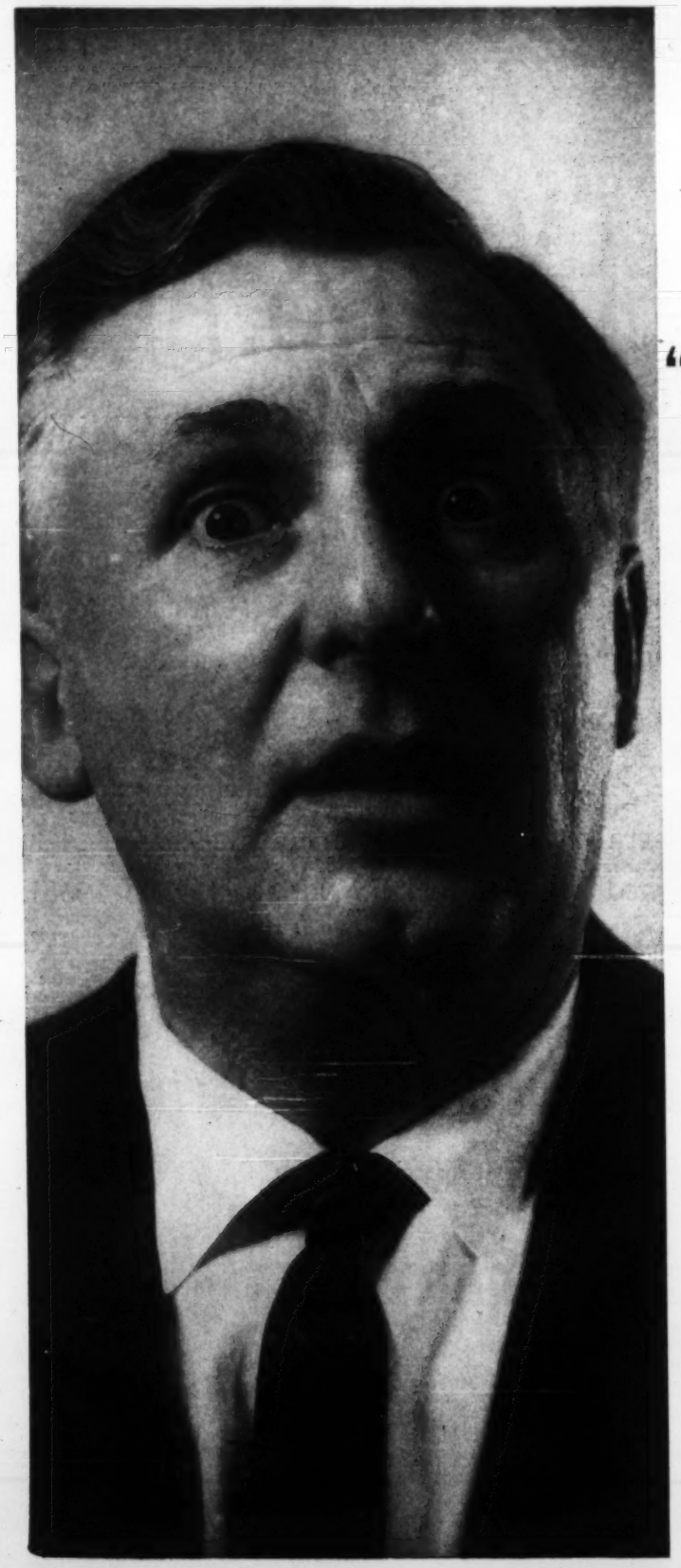
In addition, retail tie-ins will run in 65 cities where "Today" is seen during the Christmas buying season. Batten, Barton, Durstine & Osborn is the agency. #

Darcy & Bush Formed

Darcy & Bush Associates, public relations and management consultant company, has been formed by George R. Darcy and Robert H. Bush with offices at 339 East Ave., Rochester, and nine independent regional affiliations. Mr. Darcy was formerly senior vp and assistant to the president of Rumrill Co., which he joined in 1954. Mr. Bush joined the agency in 1956 to establish a public relations division and was vp and director of pr.

Argus Offers Ad Kit

A do-it-yourself advertising kit, "How to be Your Ad Man," is offered by Argus Cameras, Ann Arbor, to its dealers, regional and district sales managers, to help them in local advertising preparation.



"I'm on the Approved List... how come I don't get more business?"

Even if you are on the Approved List, how much business are you going to get? As you know, it's the purchasing agent who decides this.

In industry today the purchasing agent receives requisitions or specifications from the using departments, and fills them from approved sources previously agreed upon by engineering, production and maintenance. That's why the share of business you get is determined by purchasing.

Next to a personal call on the purchasing agent, the best way to sell him is to advertise in PURCHASING Magazine. This is the one magazine edited to meet *all* his informational needs —including advertisements that tell him about your company and its products.

PURCHASING MAGAZINE
A CONOVER-MAST PUBLICATION
205 East 42nd Street, New York 17
the methods and news magazine for industrial buyers

PURCHASING Magazine conducts a continuing company-by-company study of industrial buying power. This assures you as an advertiser of complete coverage of all worthwhile purchasing departments.

Carnation Evaporated Milk,
through Erwin Wasey, Ruthrauff & Ryan, is buying
LOVE raised to the 19,312,000th* power in

THE American Weekly

second only to Church . . . on Sunday

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN

for his

Creative Energies

Behind a man's desire to succeed in his job is a man's desire to use his creative mind to its fullest. In the field of television, Paul Weimer, Group Leader of Pickup Tube Research, RCA Laboratories, stands out. For his "contribution to photoconductive-type pickup tubes," IRE is proud to honor Mr. Weimer with the *Vladimir K. Zworykin* Television Prize. Hearty congratulations to Mr. Weimer for his fine work in such an important area of modern life.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 professionally qualified men plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

16.1% growth in linage in '58 More and more advertisers are using health appeals to sell merchandise. Most general monthlies declined in 1958, but the *NEW* TODAY'S HEALTH surged up—16.1%—fifth largest gain recorded among general magazines listed.* And we show a 9.4% linage growth through April, 1959, over the same period in 1958. ■ More consumers know *it's smart to be healthy!* ■ May issue of TODAY'S HEALTH will deliver 125,000 copies over our guarantee! This whopping bonus brings cost per thousand down to $2.80. ■ Advertising vitality—circulation vigor—reflect the *NEW* TODAY'S HEALTH—a new editor—a new editorial approach to health that is positive—pleasant—powerful!

*Printer's Ink, December 19, 1958

strictly positive

THE NEW **Today's Health**

the magazine that features positive living for the American family

Today's Health is published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois, WHitehall 4-1500; 475 Fifth Ave., New York 17, New York, OREgon 9-9383; Whaley-Simpson Company, 6608 Selma Ave., Los Angeles 28, California, HOllywood 3-7157; 700 Montgomery St., San Francisco 11, California, SUtter 1-4583.

Getting Personal

Al Leconte, of the *Sunset* sales office in San Francisco, is sporting a new gold watch, presented to him in recognition of his 30 years with the magazine . . . **Carole Baumgarten**, on the *New York Times* editorial staff, and **Curtis H. Kaufman**, vp of Jayark Films Corp., will wed July 12 and honeymoon in Hawaii . . . A fourth child, Timothy, June 13 joined the family of **Jack O'Mara**, director of promotion and merchandising for KTTV, Los Angeles . . . **John Sterling**, publisher of *This Week Magazine*, is the recipient of a Dartmouth alumni award . . .

Pete Callaway, on the third day on the job as new *Sports Illustrated* ad director, won $32 in the office pool—he had Ingemar Johansson in the third . . . **Howard Rose**, media vp of The Buchen Co., Chicago, has set for himself the Bennett Cerf-ian task of gathering jokes, gags, anecdotes and what have you, preferably about the ad business, to pass along to **L. R. (Andy) Anderson**, former Buchen chief accountant. An invalid for many years, Andy's hobby is humor . . .

NICE CATCH—*Les Barnhill, promotion manager of the Miami Herald, shows off the 146-lb. blue marlin he brought in while fishing with the Herald publisher, Jack Knight, off Bimini in the Bahamas.*

Most happy fella in St. Louis is **Henry George**, account exec at Frank Block Associates. His first child, an 8 lb., 13 oz. girl, Alison Blair, was born June 23 . . . **Gig Gonella** of Guild, Bascom & Bonfigli's San Francisco office is instructing a night course in ad layout and design at the California School of Fine Arts . . .

Ned Cushing, owner of North Kansas Outdoor Advertising Co., Downs, Kan., has been elected chairman of the Young Republican National Federation. He's been active in the Young GOP organization for more than ten years . . . **Richard Powell**, former vp of N. W. Ayer, and now a novel-writing resident of Fort Myers, Fla., is making news in the boating world. He won the sail boat lightning class cup at Brant Beach, N. J., where he and his family spend the summers . . .

Norma Lopez of WCAU, Philadelphia, national sales, and **Richard Mercer**, of the travel ad department of the *Philadelphia Bulletin*, have sold each other on a fall wedding . . . **James F. Smith**, president of his own Hartford, Conn., agency, has been cited by the Hartford Adclub for "leadership, accomplishments, special achievements and service in building up and advancement of the social and economic values of advertising" . . .

Personal items from the 56th Advertising Assn. of the West convention at Lake Tahoe, Calif.—International flavor was added to the meeting by the presence of **Sr. and Sra. Everardo Camacho Mora.** He is president of the Asociacion Mexicana de Agencias de Publicidad (Mexican equivalent of the Four A's), and spoke to the delegates in Spanish. At his elbow, to give a running translation, was **Sr. Burt S. Avedon**, vp of Kenyon & Eckhardt de Mexico. Also present, from Dentsu in Tokyo, was **Jiro Suga**, who was sporting a very fancy camera—made in Germany! . . . One of the impromptu entertainment highlights was provided by Kay Hoefer (husband **John Hoefer** heads Hoefer, Dieterich & Brown in San Francisco), who displayed her considerable talent for singing and playing the piano . . . Two "casualties" who still managed to get around in the hilly Tahoe country were **Joel Goldfus** of BBDO, San Francisco, who is recovering from a broken right foot, and Mrs. Richard Fowler, also of San Francisco, who slipped on a loose sidewalk board in Tahoe City, injuring her right foot and skinning her knees . . . On a happier note—the twinkling feet of Mrs. Bob Hemmings (husband is outgoing president of Advertising Club of Los Angeles), whose rendition of the Charleston brought a round of applause from her audience . . . The final morning's session was brightened by the surprise appearance of a young choral group composed of children of AAW delegates . . .

John W. Brown, promotion art director of *TV Guide*, has been elected president of the alumni assn. of the Philadelphia Museum College of Art . . . **Lee Bland**, vp of Leo Burnett Co., won an Isetta for his prize-winning entry in a "Rename-the-Announcer" contest sponsored by the Gothic Corp. Other winners were **Jules Singer**, Grey vp; **Marshall Rothen**, technical director, Kenyon & Eckhardt; **Kennedy Williams**, tv film producer, Benton & Bowles, and **Armand Scala**, film production supervisor at N. W. Ayer. Contest was held to find a new term for "Announcer," now considered by some to be archaic. Consensus was that "tv company salesman" was a better title . . .

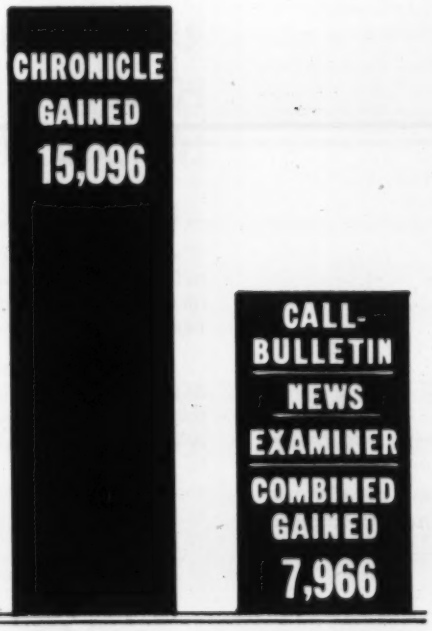
Vacationers: Col. **John R. Reitemeyer**, publisher of the *Courant*, Hartford, and Mrs. Reitemeyer have returned from an extended tour of Europe . . . **Walter Smith**, media planning vp at William Esty & Co., and family returned July 5 after several weeks of Bermuda basking . . . **Thomas J. Carnese**, senior vp and general manager of Ted Bates & Co., and family are off on a tour of Italy and France . . . **Thomas H. Knorr Sr.**, sales rep for *Playboy*, his wife and daughter are motoring through Germany, Italy and France with Tom Jr., stationed in Heidelburg . . .

THE CHRONICLE GAINED ALMOST TWICE AS MANY FAMILIES AS ALL OTHER SAN FRANCISCO PAPERS COMBINED!

Here is what has happened in 6 months:

Daily Circulation

THE CHRONICLE	GAINED	**15,096**
THE CALL-BULLETIN . .	GAINED	**7,015**
THE NEWS	GAINED	**614**
THE EXAMINER	GAINED	**337**



Sunday Circulation

THE CHRONICLE . . .	GAINED	23,315
THE EXAMINER . . .	GAINED	13,396

San Francisco Chronicle
THE VOICE OF THE WEST

Source: ABC Publishers Statements for Quarters ending March 31 1959; Sept 30, 1958

ABC Revises Rules for Dailies, Farm, Business Papers

MONTEBELLO, QUE., July 7—Business publications which distribute less than 500 free copies can omit a breakdown of such distribution under new rules adopted by the Audit Bureau of Circulations board of directors, which met here.

The rule is effective with publisher's statements for the six-month period ending July 30, 1959. The 500-copy maximum excludes checking copies.

In other actions, the ABC board:

- Allowed newspapers, in the event of an emergency, to eliminate days affected from computation of averages if it is 5% or more above or below the circulation for the preceding corresponding days that had a normal circulation.
- Made the reporting of bulk sales for farm publications a separate item, rather than within the average total unpaid distribution figures.
- Permitted newspapers to show all circulation data in interim (quarterly) publisher's statements. Dailies showing metropolitan area totals in audit reports can now repeat that data in subsequent publisher's statements.
- Allowed Canadian newspaper publishers, as well as U.S. dailies, to report their circulation within metropolitan areas.
- Changed rules to permit subscriptions obtained by offering some of the copies free to be counted as paid circulation only when a contractual agreement exists for the full term of the subscription. #

'Time Int'l' Moves Kirk to S.F., Shifts Four Others

Time has made a number of shifts in the sales staff of its international editions. William Kirk, formerly advertising sales manager in Chicago, has been named to the same position in San Francisco, replacing George Newell, who is retiring to enter private business. Mack Burke, from the New York staff, will replace Mr. Kirk in Chicago. Other shifts are: Steve Larue from Cleveland to New York; Bob Campbell from New York to Cleveland; Rollie Boynton from Chicago to New York.

NIAA Chapter Names Schaar

Edward H. Schaar, Edward Schaar Associates, has been elected president of the southern California chapter of the National Industrial Advertisers Assn. Other officers are Henry J. Zellweger, Pendleton Tool Industries, vp; H. Van Jacobsen, Axelson Mfg. Co., vp; Peter Schulz, Duncan A. Scott & Co., vp; Richard Ebberts, Barksdale Valves, secretary, and Ben Warner Jr., Backman Instruments, treasurer.

A noted clergyman says:

"Bloomington-Normal is Simply a Nice Place to Live —Ideal for New Industry"

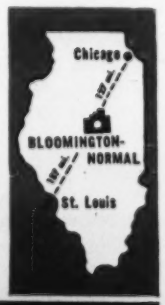
"For more than 29 years I have been a resident of Bloomington-Normal, Illinois. The cultures provided by two universities, Illinois Wesleyan and Illinois State Normal University, the activity of business, and the wholesome balance of agriculture make this a strong community. And the spiritual strength of our churches (58—representing 37 denominations) permeates all of life in these twin cities.

"We are glad that our children have been, and are being brought up in an environment of spiritual, economic, and social stability. It is a great pleasure to recommend this community as a 'home town.' It is an ideal spot."

Harold R. Martin
MINISTER
Second Presbyterian Church

it's a fact!

The prosperous Bloomington-Normal area is covered by The Pantagraph—the newspaper with the 2nd largest evening circulation in Illinois.



THE Pantagraph
BLOOMINGTON NORMAL ILLINOIS
FULL COLOR
NOW AVAILABLE

"MAN

39 THRILLING FIRST-RUN FILMED HALF-HOURS BASED ON SAN DIEGO POLICE DEPARTMENT FILES!... FOR LOCAL AND REGIONAL SPONSORSHIP!

REALLY DIFFERENT!

It's the unusual story of a tough, resolute police officer . . . the eager, ambitious rookies he trains . . . and his friend, a resourceful, conscientious police-reporter.

. . . And the story of a melting-pot city—San Diego . . . and its people—the fishermen, the sailors, the barkeeps, the bankers—fully-drawn characters in intriguing situations.

THE CITY OF SAN DIEGO • STATE OF CALIFORNIA • SEMPER VIGILANS

Stations Stamp 'Paid' on 'Bills' to Service Groups

CHICAGO, July 7—WNBQ and WMAQ, the National Broadcasting Co. tv and radio outlets here, picked up time costs of $455,480 for spot announcements by public service organizations during the first quarter of 1959.

More than 50 public service organizations received time billing invoices marked "paid in full," with a message from Lloyd E. Yoder, NBC vp and general manager of WNBQ-WMAQ.

"We are happy to mark the billings statement 'paid in full,' for the real payment in public service comes not in dollars and cents, but in serving the human interests and welfare of our community," Mr. Yoder said.

The invoices were sent to give the public service groups an itemized account of the number of spots and estimated dollar value given to their various campaigns. #

Sylvania Uses Print Media to Feature Rebate Coupon

Sylvania Electric Products, New York, a wholly-owned subsidiary of General Telephone & Electronics Corp., has launched a nationwide advertising campaign in print media featuring a certificate entitling consumers to a $2 rebate on a Sylvania receiving tube when purchased in combination with a Silver Screen 85 picture tube.

The push will feature 15 ads in the June through November issues of *Parade, Reader's Digest, Sunday* and *TV Guide*. Spreads and three-page ads will be run in summer issues of *Electronic Technician, Electronics World, Jobber News, NATESA Scope, NEDA Journal, PF Reporter, Parts Jobber, Radio Electronics* and *Radio & Tv Weekly*. Dealers will be supplied with newspaper mats and envelope stuffers containing the coupons. J. Walter Thompson Co. is the agency.

Walsh Reports New Billings Total $1,125,000 in 18 Months

Walsh Advertising Co. Ltd., Toronto, reported at its 31st annual meeting last week that the agency has acquired new billings totaling $1,125,000 in the past 18 months. George E. Cross, exec vp and general manager, forecast to shareholders an additional 15% increase in business this year over 1958. Mr. Cross said a reorganization of Editorial Services Ltd., Walsh's public relations subsidiary, has been completed, with Ernest J. Little as vp and general manager.

Those attending the annual meeting were employes of Walsh, which is entirely owned by its staff, more than 50% of whom hold stock in the company. No one shareholder is permitted to hold more than 15% of the total stock.

HUNT"

STARRING
VICTOR JORY

CO-STARRING
PATRICK McVEY

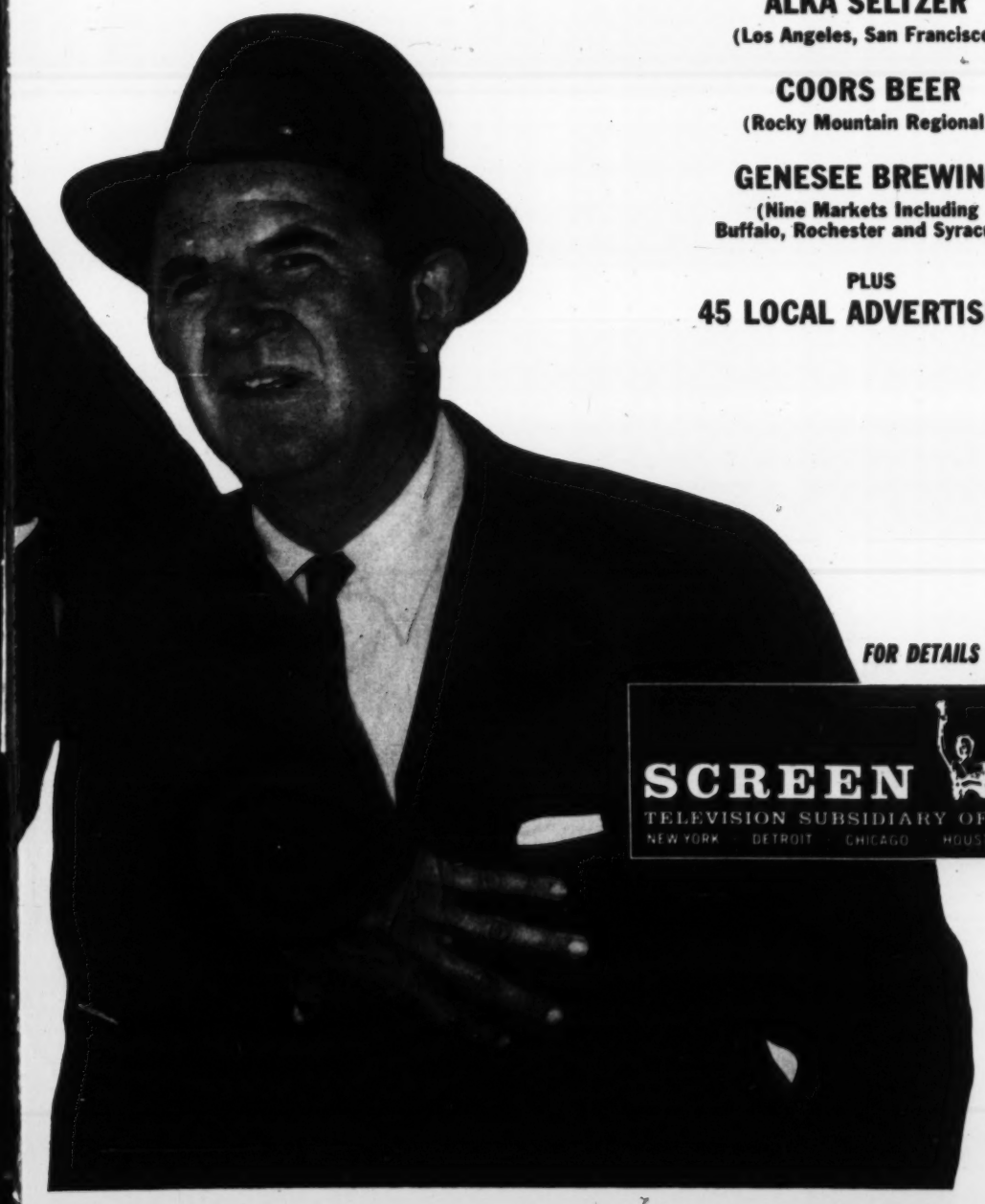
NEW! ALREADY SOLD TO:

ALKA SELTZER
(Los Angeles, San Francisco)

COORS BEER
(Rocky Mountain Regional)

GENESEE BREWING
(Nine Markets Including Buffalo, Rochester and Syracuse)

PLUS
45 LOCAL ADVERTISERS



FOR DETAILS CONTACT

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP
NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD ATLANTA TORONTO

My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

"BUSINESS PUBLICATION ADVERTISING SUPPORTS OUR SALES GROWTH"

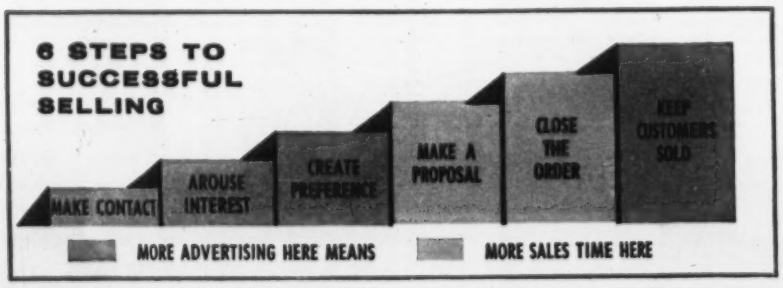
"Emerson-Electric enjoys the profitable results of integrated marketing practice," states Edward L. O'Neill, marketing vice president. "Our growth is due to many factors, but the continuing success of our multiple lines is the result of co-ordination between market analysis, design, production, sales and advertising. We find business publications the best medium for capitalizing this co-ordinated effort. Month after month, we use business publication advertising to express our confidence in the future and support our sales growth."

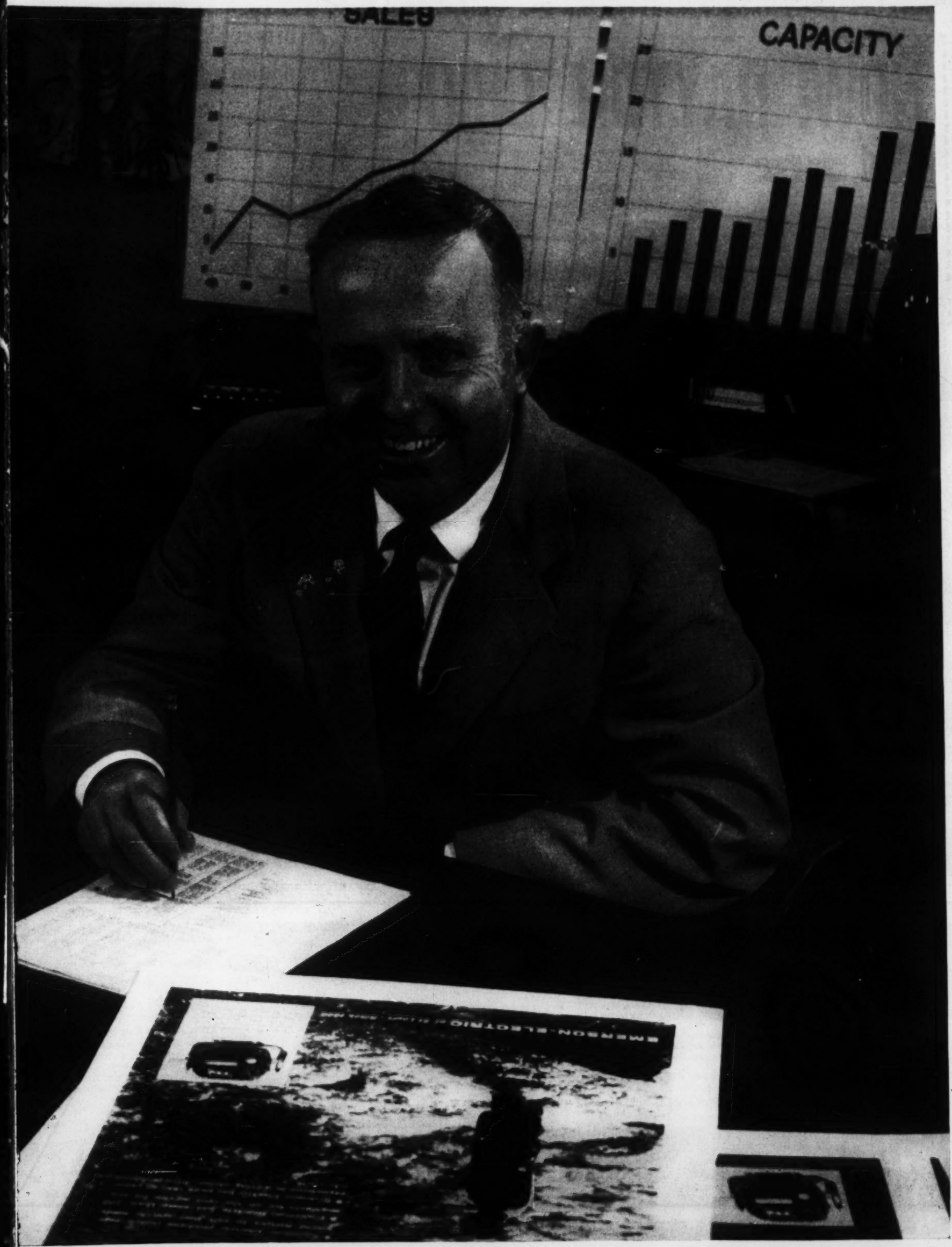
IF WHAT YOU MAKE OR SELL is bought by business and industry, you can "mechanize" your selling by *concentrating* your advertising in the McGraw-Hill publications serving your markets. It is the economical means of pinpointing the greatest number of prime prospects . . . lets you talk the language of the men-who-buy, while they're in a mood for business . . . gives your salesmen more time to make specific proposals and close sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.




SALES
CAPACITY

NOW! DAYTON, OHIO

3rd Largest Metropolitan Market in Ohio

30th Largest Metropolitan Market in the Nation

The Census Bureau has now officially recognized Dayton's steady and solid growth, making the area one of the nation's foremost markets. Currently—1959—superior buying power in Dayton is shown by the highest average wages per employee of all Ohio markets.

The Dayton Daily News • Journal Herald

Represented nationally by SAWYER • FERGUSON • WALKER Company

Series of Drives Back Frigidaire's Appliance Line

DAYTON, July 7—The Frigidaire division of General Motors is conducting a Gold Crown Jubilee promotion this summer to stimulate appliance sales.

Timed to capitalize on the introduction of five new models, the campaign is putting the bulk of advertising and promotion support behind Frigidaire's two Frost-Proof freezers, two new two-door Frost-Proof refrigerator-freezers and the new 30" range with the Pull 'n Clean oven.

A $100,000 consumer sweepstakes with 1,650 chances to win is the star attraction of the push. The contest will feature five weekly drawings ending July 24 with a top winner of $10,000 each week.

APPLIANCE GUIDE—*This is the first page of four consecutive two-color page ads being run by Frigidaire division of General Motors in seven magazines.*

■ Other cash prizes include five weekly second place awards of $2,000 and five third prizes of $1,000. First, second and third place winners also receive as a bonus prize their choice among Frigidaire appliances. Fifty fourth-place winners (ten each week) will receive their choice of top-line Frigidaire oven ranges, freezers, room air conditioners, automatic dryers, etc.

The contest will be supported by ads in *Life, Look, Parade, The Saturday Evening Post* and *This Week Magazine*. Ads also will run on Frigidaire's four weekly daytime tv shows, "Treasure Hunt," "Price is Right," "Concentration" and "Country Fair."

■ The second stage of the Jubilee will feature freezers. Starting with a color spread in *Life*, ads also will run in *Better Homes & Gardens, Farm Journal, Good Housekeeping, Look, Progressive Farmer, Successful Farming* and *The Saturday Evening Post*.

Spot commercials also will be heard on the four tv shows. Dancer-Fitzgerald-Sample is Frigidaire's agency.

■ The third segment of the Gold Crown Jubilee is a tie-in consumer contest program with General Mills for its Gold Medal flour. The competition will feature five weekly contests, with homemakers being asked to name a frozen pie featured in ads. Freezers will go to 25 winners.

The best of the top 125 winners will receive a grand prize of $10,000. Gold Medal contest ads will appear in *Better Homes & Gardens, Family Circle, Family Weekly, Good Housekeeping, Life, Look, This Week Magazine* and *Woman's Day*.

A saturation spot campaign also will be run on five network tv shows sponsored by General Mills: "Secret Storm," "Verdict is Yours," "Love of Life," "Wyatt Earp" and "American Bandstand." D-F-S also handles Gold Medal flour advertising. #

Knox Reeves Names Two

Eric T. Lifner and Tom W. Flewharty have joined Knox Reeves Advertising, Minneapolis, as account executives. Mr. Lifner was with Young & Rubicam and Anderson-McConnell Advertising. Mr. Flewharty formerly was an account executive with McCann-Erickson, Atlanta.

Nelson Joins Lehn & Fink

Edgar W. Nelson, formerly senior vp of Market Planning Corp., an affiliate of McCann-Erickson, has been named to the new post of general manager of the Lehn & Fink division of Lehn & Fink Products Corp., New York.

AIR FREIGHT EXCLUSIVE

Personalized service by United Air Lines means satisfied shippers, more efficient shipping

Air freight service by United Air Lines is personalized just for you. Guaranteed space is yours for the asking, and your shipments always receive the personal attention of United Cargo Representatives. Handling procedures, too, are custom-tailored to each kind of cargo. And freight is monitored every minute and mile of the way.

AND MORE "EXTRAS"

Reserved Air Freight guarantees space at the regular rate on any United flight going anywhere.

Mainliner® and Cargoliner flights both carry freight, and assure you of frequent high-capacity service.

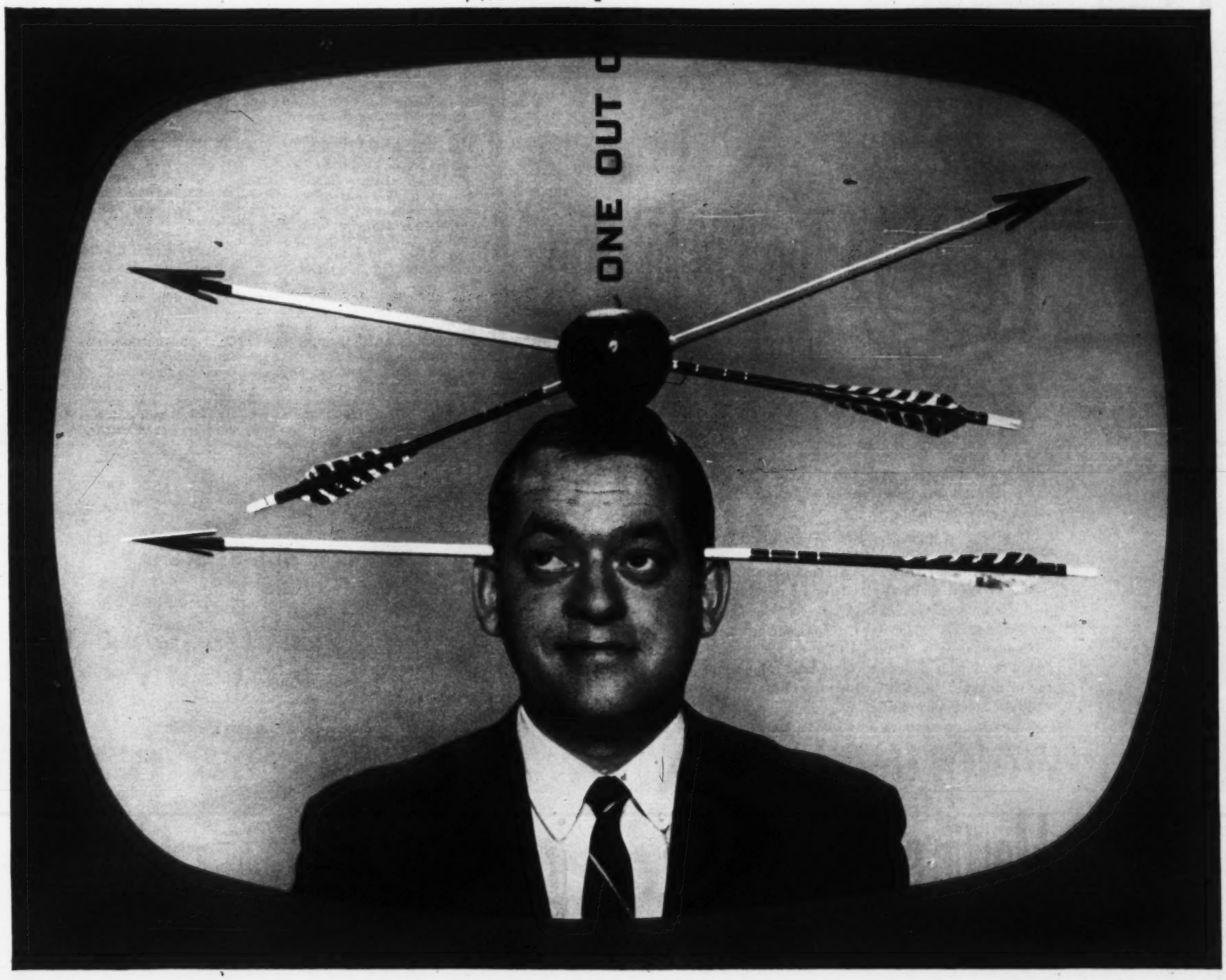
2000-community service lets you reach more major markets direct than on any other single airline.

Door-to-door service is another convenient United feature for minimum handling and top speed.

FREE BOOKLET

Tells how United Air Lines Air Freight provides better service and lower costs for shippers. Just write to Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Ill.

YOU PAY NO MORE FOR EXTRA CARE WHEN YOU SHIP UNITED AIR LINES



One-third of all commercials today are completely ineffective in selling the product. So says research....9 out of 10, you will probably agree, are less than great. To score over competition, you must look upon Radio-TV as a *selling medium*, not just a form of entertainment...and on the commercial as the most important part of this great selling tool. **N. W. AYER & SON, INC.**

The commercial is the payoff

A NEW IDEA IN HOUSE ORGANS

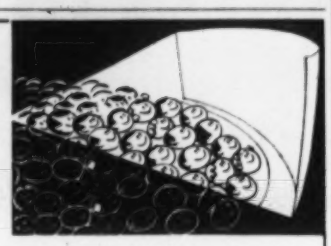
Original, exclusive ideas on business improvement. Fully illustrated. Territory arrangement. Get sample issue, prices. IRVING LEVY, 935 PARK AVE., N. Y. 28, N.Y.

Haywood Shows Profit

Haywood Publishing Co. of Illinois, Chicago, has reported a net profit of $124,900 for the fiscal year ending May 31, 1959. This represents a 7.75% earning, Marshall Haywood Jr., president, said in the preliminary report.

HIGH RECALL ON THEATRE SCREEN ADS

Audiences remember theatre screen advertising. Surveys show that more than 70% of the theatre audience has unaided recall of screen advertising 24 hours after exposure.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT: THEATRE-SCREEN ADVERTISING BUREAU 437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Madison Ave. Virus, Account Switchitis, Infects British Isles

LONDON, July 7—Account switching appears to be on the rise in the British advertising world. Admen here say the traffic is still not as heavy as it is on Madison Ave., but it's getting there.

In the first half of 1959 two of Britain's largest advertisers—Imperial Tobacco Co. and Gillette Industries—fired old agencies and appointed new ones (AA, April 13, June 29).

More client unrest is cropping up now.

Libby, McNeill & Libby, the company which helped J. Walter Thompson Co. get its big start in London 35 years ago, moved its $280,000 account into the Masius & Fergusson shop last week. The food packer's previous agency is T. B. Browne Ltd.

Masius & Fergusson, successor here to Lord & Thomas, also announced that effective immediately it is taking over the advertising for Daxaids, an indigestion remedy made by Chas. Pfizer. S. H. Benson Ltd., the new Gillette agency, previously handled the business.

▪ Colgate-Palmolive Ltd. is also realigning. On July 14 it will move Cadum toilet soap from McCann-Erickson to John Hobson & Partners. Hobson already has two Colgate brands—Lustre-Creme and Ola liquid detergent. McCann retains Colgate's shaving preparations, Trojan scouring pads and Halo shampoo.

Another U.S.-owned company, Minnesota Mining & Mfg. Co., has switched from a two-agency to a one-agency lineup. It recently named T. Booth Waddicor & Partners to handle its Thermofax copier and it has now assigned all its British advertising to Waddicor. In the past, the 3Ms company has used Masius & Fergusson and Leggett, Nicholson & Partners.

GILLETTE ENDS AGENCY TIE WITH AD SPREE

LONDON, July 7—The Gillette account, moving out of the W. S. Crawford agency Sept. 1 (AA, April 13), is going out with a bang.

As the countdown neared for its move to S. H. Benson, the account rocketed off on the biggest summer razor promotion in its 25 years at Crawford.

Between June 1 and Aug. 22, Gillette is spending a record £114,000 ($319,200) to launch its new 60-Special one-piece razor set, retailing at 5 shillings (70¢).

▪ For the past two years, Gillette has been selling one-piece razors at the rate of more than 1,000,000 a year. Now, selling at 2 shillings 6 pence (35¢) cheaper, and with the biggest ever advertising support, the 60-Special is expected to exceed all previous sales records.

In addition to the $319,200 being spent on press and television advertising, Gillette has set aside $100,800 for display and point of purchase promotion material.

The first phase of the summer campaign, now ending, has used the theme, "How old is your old razor?" No mention is made of the 60-Special razor. The second phase, opened June 26, will use the copy theme, "Lowest price ever for a Gillette one-piece razor." #

McGraw-Hill Names Shew 'Electrical World' Publisher

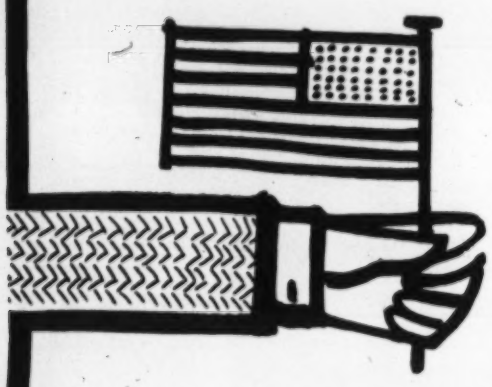
Warren W. Shew, advertising manager since 1954 of *Electrical World*, New York, has been named publisher of the magazine. At the same time, McGraw-Hill Publishing Co. appointed Charles F. Hochgesang, formerly assistant to the editor, editor of the magazine.

Warren Shew

They succeed Fischer Black, formerly editor and publisher, who has joined Tampa Electric Co. as administrative vp.

Stanley Rubin Elected President

The Assn. of Advertising Men & Women, New York, has elected Stanley H. Rubin, Elite Letter Co., president. Other officers are Stanley Linden, D. H. Terwilliger & Co., and Alan Jacobson, copy consultant, vps; Dorothy Nixon, Lever Bros. Co., secretary; Shirley Reed, Bureau of Advertising, assistant secretary and treasurer; Fred Matase, Pronto Addressing & Mailing Service, treasurer.



The English for Madison Avenue

We have always so much admired American ideas about the scope of advertising agency service that we started giving it to our clients back in the 1920's

We think that's why we – The London Press Exchange and its seven subsidiary specialist companies – are today one of the two largest advertising concerns outside the United States.

And we know that's why we have the privilege of working for such big American concerns as Wrigley's, Miles Laboratories Ltd. and Remington Rand (Shaver Division), among others.

If you think it is important that your advertising in Britain should be in the hands of people who can combine the American way of thinking with the British way of life, come and see us or send your London representative.

If you can't do either, we have some printed information about ourselves that we would be happy to send you.

is St. Martin's Lane ...home of the LPE

THE LONDON PRESS EXCHANGE LIMITED

(HEADQUARTERS OF THE LPE ORGANIZATION)

110 ST. MARTIN'S LANE LONDON WC2 · ENGLAND

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, TOP O' THE MORNIN' (music, news, weather, fun) most popular early morning viewing in the area, delivers viewers for only 74 cents per M on a 5 Plan; 58 cents per M on a 10 Plan.* A powerful "live" boost for your product; powerful, sales-producing merchandising support provided, too!

It will pay you to take a closer look at TOP O' THE MORNIN' and other "best buys" offered by WDBJ-TV.

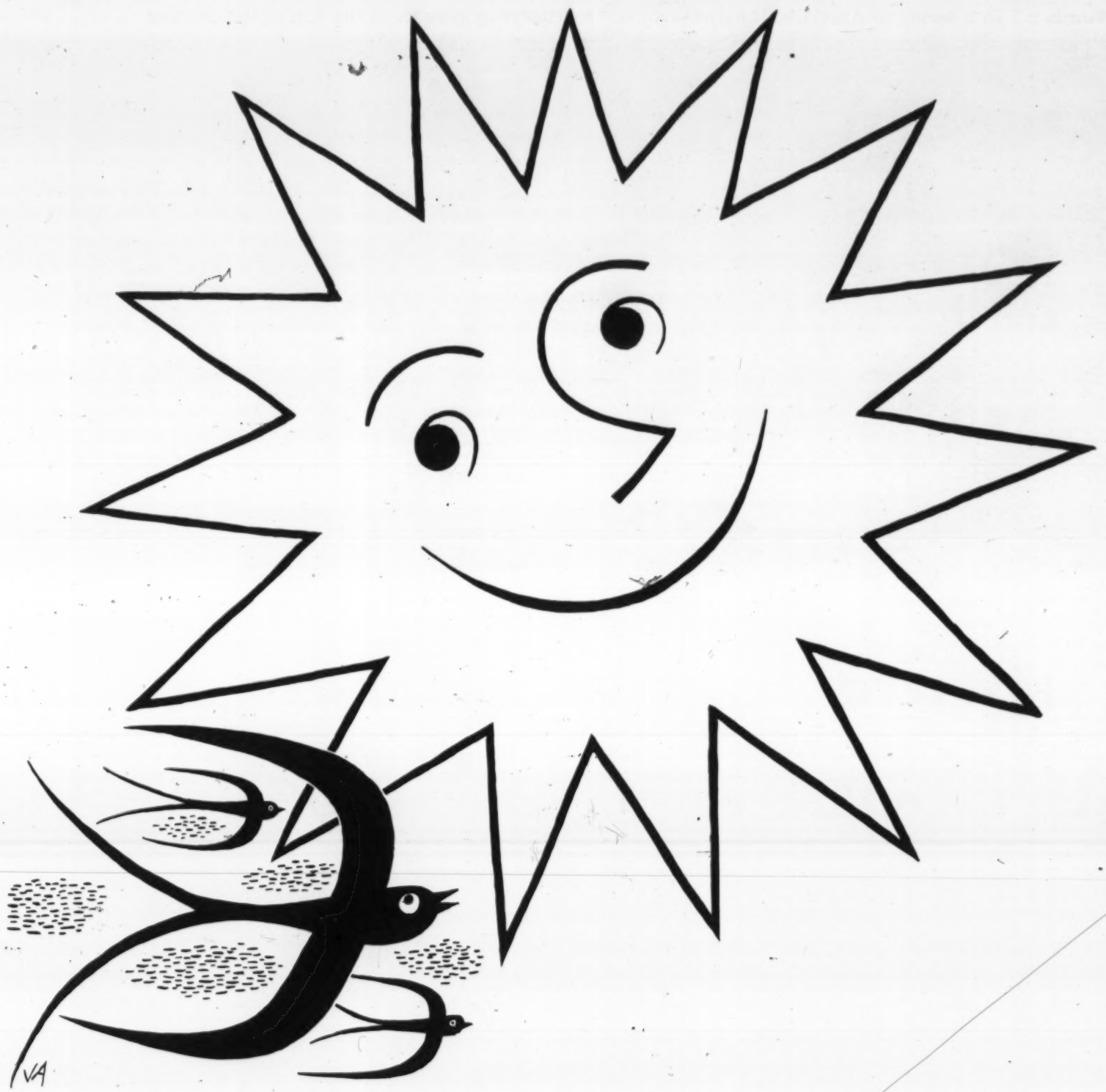
*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA



We do not know how many swallows it
takes to make a summer *but we do know that*

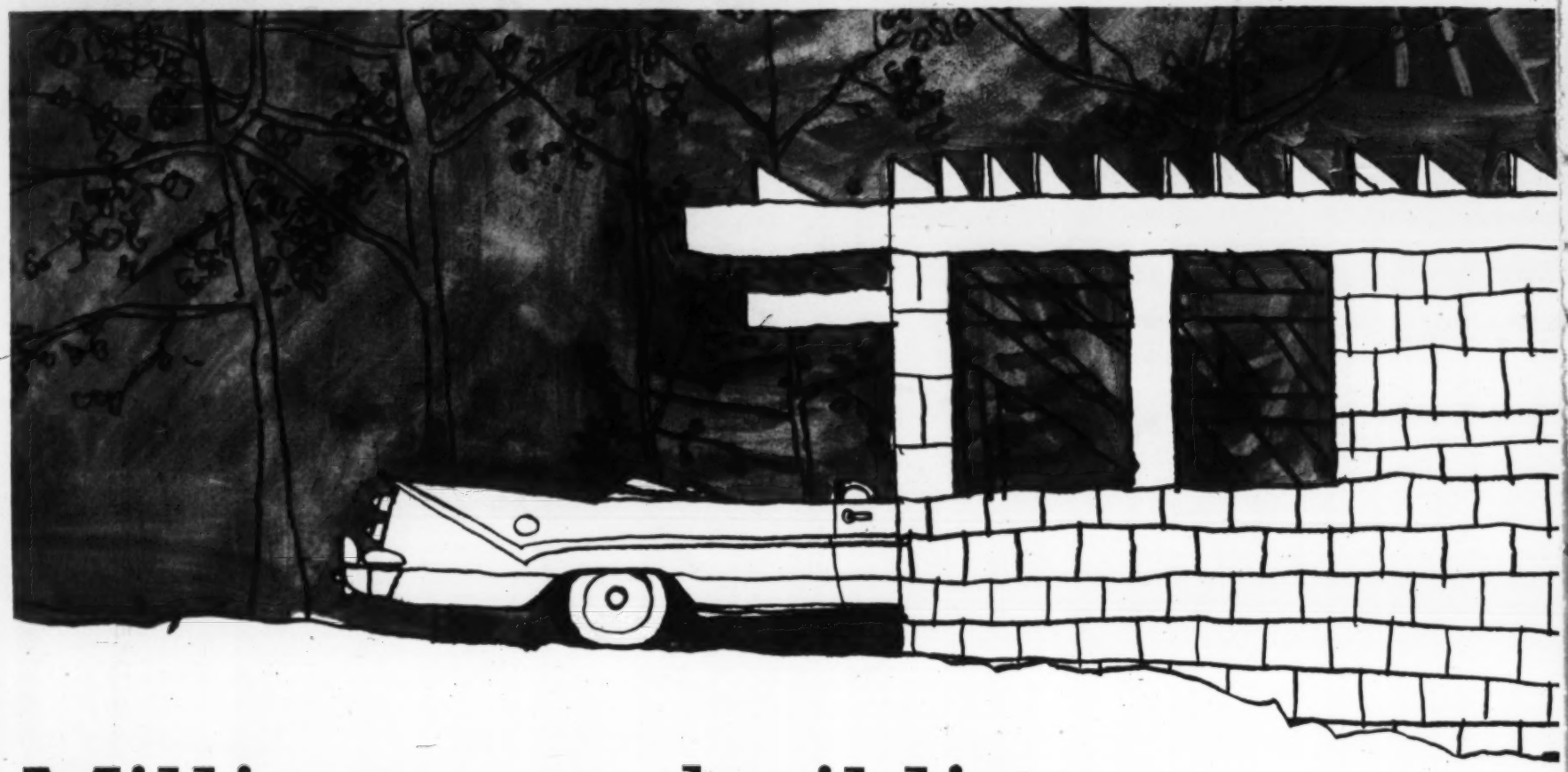
Collins, Miller & Hutchings, Inc.

is America's finest photoengraving plant

for letterpress and gravure

333 WEST LAKE STREET, CHICAGO 6

Number 7 in a series to American business on the multiplying growth at the top of the market.



Millions are building the Boom at the Upper Level

From 1948 to 1958 the number of families in America increased by some 22%.

A great jump? Yes, but not nearly as great as these jumps, occurring during the same period:

The proportion of U. S. families valuing their homes at $20,000 or more *doubled*.

U. S. overseas travelers increased by some 215%.

Two-car families increased by a gigantic 396%.*

These families (some 8 to 10 million of them) are building the boom at the upper level every day.

These are the millions who, right now, are making the major decisions of the nation, establishing its trends, setting its styles locally and nationally.

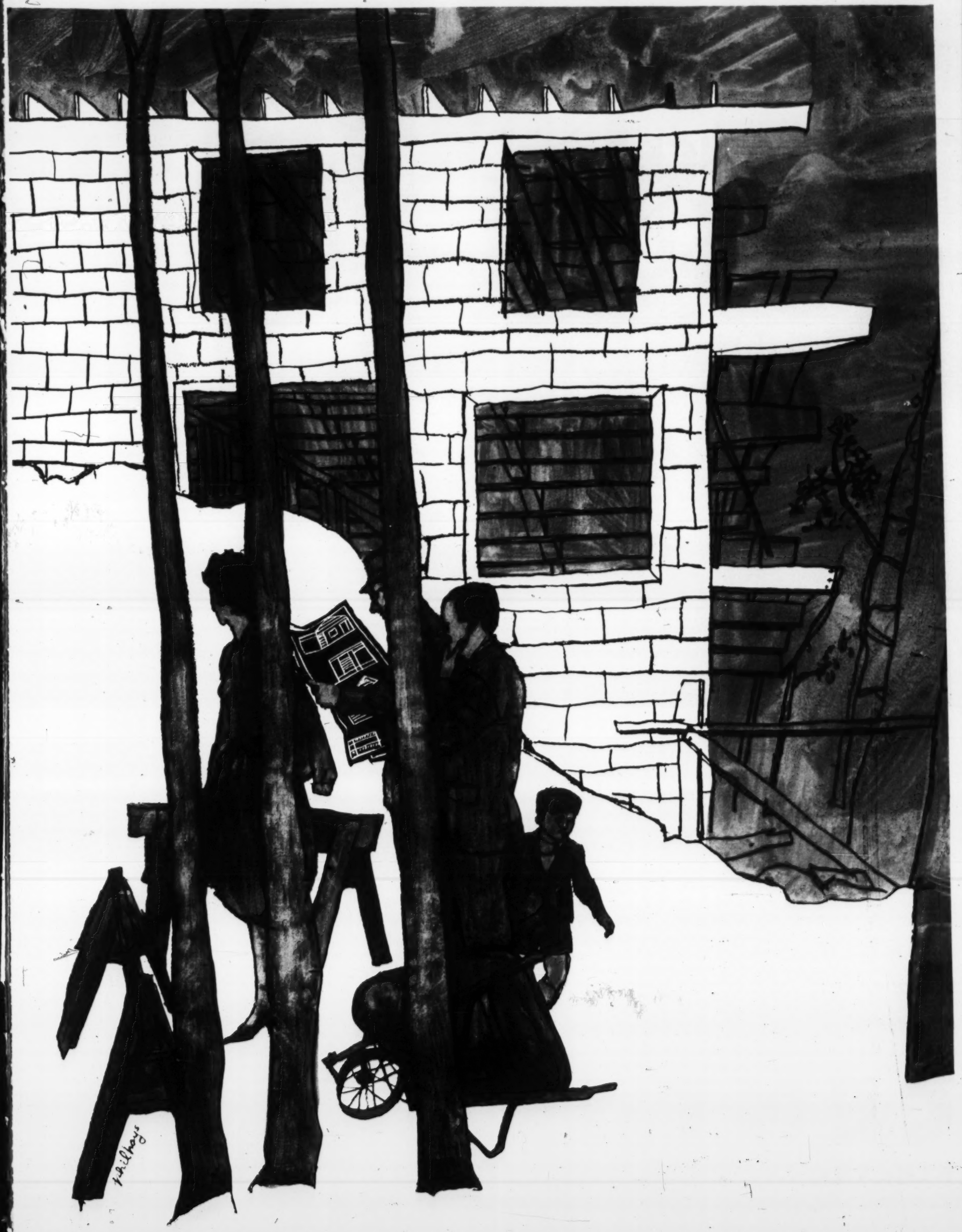
*And the same growth occurred in business. Executives and professionals increased more than twice as fast as the total labor force.

You can harness the energy of this explosion to help you and your product or service go forward to new success. TIME can aid you here—in a vitally important way. Because most of these millions spend a part of each week reading TIME, to keep well informed in every area.

Naturally, there are some who don't read TIME, but they're surrounded by those who do. Surrounded by their TIME-reading friends, business associates, colleagues and families.

These millions have a history of wonders they've worked for companies advertising almost every conceivable service, product or corporate personality. You can reach them with maximum effectiveness whenever you want—in the pages of their favorite magazine, TIME, The Weekly Newsmagazine.

Make the most of it in TIME



YOUR SHORTEST DISTANCE

to one dependable source for all these vital services

DElaware 7 1541

- Electrotypes
- Nickeltypes
- Newspaper Mats
- Travis R.O.P. Glass Mats
- Proofing
- Duplicate Engravings
- Plastic Plates

It pays to use all the top-quality services of

CENTURY

ELECTROTYPE COMPANY, INC.

160 EAST ILLINOIS STREET · CHICAGO 11

THE NEW—*General Foods Corp. is putting out a new package (on the right) for Swans Down Cake Mix, featuring a modernized Swan trademark and a larger slice of cake. The flavor is printed in yellow, while the trademark remains white against a red background.*

April Bros. Adds Eatmor Cranberries

BRIDGETON, N J., July 8—Eatmor Cranberries, the nation's oldest national cranberry marketing cooperative, is being dissolved and complete rights to the Eatmor brand name for all products has been signed over to Morris April Bros. Eatmor division, Bridgeton. Formal dissolution of the co-op will not be completed until June 30, 1960.

April Bros., one of the largest fruit and cranberry growers and distributors, has controlled the Eatmor brand name for canned and frozen cranberry products and has been the producer and distributor of Eatmor cranberry sauce and other cranberry products for more than five years.

The marketer also produces and distributes April Orchards and Cape Cod brands of processed cranberry through its Eatmor division, as well as a number of private brands.

Plans call for expansion of the Eatmor line to include fresh cranberries, apples, peaches and other fruits and vegetables.

The Eatmor division does not have an advertising agency and there are no immediate plans for an advertising campaign. #

Bert & Harry Are Buried in Brooklyn (But Only in Effigy)

NEW YORK, July 7—They buried Bert & Harry last week.

That isn't to suggest that the two animated characters who sell Piel Bros. beer have ended their career. It's just that the company thought so much of them that tv film commercials featuring Bert and Harry Piel were among the items planted in the lobby wall at dedication ceremonies for the brewer's new office building, at 315 Liberty Ave., Brooklyn.

Other items placed in a vacuum-packed capsule for future generations to discover include a story board sketch of the Bert & Harry commercials, aerial views of the Piel plants and a company history. #

Francom Absorbs Clowes

Francom Advertising, Salt Lake City, has taken over the accounts of Paul Clowes Associates and has moved to offices in the Surety Life Bldg. Mrs. Paul Clowes, whose late husband owned the agency, will participate in the expanded operation.

Stuart & Gunn Bows

Whitney A. Stuart and William N. Gunn have resigned from Egmont Ahrens design studio, to set up their own industrial design company, Stuart & Gunn, with offices at 370 Lexington Ave., New York.

Nielsen English Subsidiary, Attwood Merge Services

A. C. Nielsen Co. Ltd., English subsidiary of A. C. Nielsen Co., Chicago, and Attwood Group of Companies Ltd., London, have combined their broadcast audience research into a new company rendering a single service covering Great Britain and Ireland, Germany, France, Italy, Holland, Belgium and Luxemberg, Switzerland and Austria. The broadcast production facilities of A. C. Nielsen Co. Ltd. were to be disbanded following delivery of the report for the week ended June 28. The new organization also is setting up a subsidiary to launch tv audience research in West Germany.

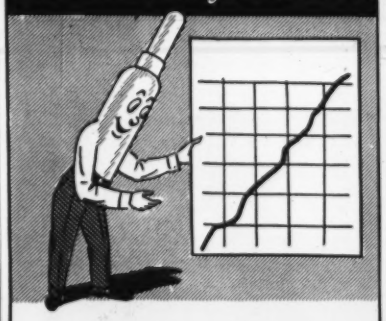
Other research activities of the two organizations in the United Kingdom and Europe, such as the Nielsen Retail Index Service and the Attwood Consumer Panel, are unaffected and remain independent. The new arrangement has no effect on Nielsen services in the U.S.

Herman Named to Ad Post

The *Journal of Medical Education*, Evanston, Ill., has appointed Helen C. Herman, formerly with Mayer & O'Brien, Chicago pr company, ad director succeeding Mary E. Parrilli, who has joined Samuel N. Turiel & Associates, Chicago association management organization. The monthly *Journal* is published by the Assn. of American Medical Colleges.

Billy Bullet's

SMALL ADS bring BIG RESULTS



"Over $1000.00 in sales already from my first small ad in The RIFLEMAN—and 300 more live prospects to work on.

"So my initial investment with you has already given back a 285% return, with reasonable assurance of much more!"

(Name on Request)

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

WE DIDN'T THINK WE'D GO SO FAR SO FAST

The final Nielsen for June (reflecting the 24 major competitive markets) is in. And of all the many happy returns ABC-TV has enjoyed this year, this one is the happiest. And by far the most sweeping.

ABC, for the first time, enjoyed the largest average share of the evening audience.

ABC, not for the first time, was tops in four out of seven nights a week – more than the other two networks combined.

And out of the 42 evening half hours from 7:30 to 10:30 PM, NYT, ABC was No. 1 in twenty. The other two networks were first in only eleven apiece.

To tell you the truth, we're a little surprised ourselves. This is an ad we didn't figure to run until October.

But it makes for a grand summer.

Go right to the TOP—go...

ABC TELEVISION

Source: Nielsen 24-Market TV Report, week ending June 21, 1959, Average Share of Audience, Sun.-Sat., 7:30-10:30 PM, all commercial programs.

AANR-BofA Unit Offers Sales Aid to Advertisers

(Continued from Page 3)

advertisers' specific sales requirements and advertising budgets.

"A policy committee will consist of the national president and vp of the AANR, two additional representatives to be appointed by the board of directors of the national AANR, and the president and sales director of the BofA.

"The AANR sales teams will work on accounts as designated by the policy committee [and] when a general sales plan has been decided, it will then be cleared with the policy committee before execution."

The policy committee, whose headquarters are in New York, will comprise Herbert Meeker, of Scolaro, Meeker & Scott, president of the AANR; William C. Johnson, of Johnson, Kent, Gavin & Sinding; Michael Foulton, of the Branham Co., and Herbert M. Moloney Jr., of Moloney, Regan & Schmitt. On the BofA side, Charles Lipscomb, president, and an as-yet unnamed sales director (AA, July 6) will be on the committee.

■ The sales group announced today is considerably different from one originally discussed by the bureau and representatives. In January (AA, Jan. 26) the bureau (which sells newspapers generally but can't take orders) and the representatives (who sell individual newspapers and do take orders, but rarely push newspapers generally) were reported considering a small, high-level task force comprised of perhaps five salaried salesmen both to sell newspapers generally (using optional patterns for advertisers) and to accept advertising orders.

This plan, however, reportedly ran into stiff opposition from within the AANR ranks and was subsequently killed. #

Staley Named Sales Manager

K. E. Staley has been named general sales manager of Chevrolet Motor division, Detroit. He succeeds W. E. Fish, who has retired. Mr. Staley, a 30-year veteran with Chevrolet, has served as the company's executive assistant general sales manager for the past three years. Mr. Fish joined Chevrolet in 1931.

New California Agency Opens

Anderson, Taylor & Co., Advertising, a new agency, has opened for business with headquarters at 309 Main St., El Segundo, Cal. It is an affiliate of Commercial Service International, El Segundo. Initial accounts of the new agency are in the electronics and home products field.

Stickin' around with kleen-stik®

IDEA NO. 155

IVORY Baby Gets "Cover-Up"

The Procter & Gamble Company, Cincinnati, wanted to add a new copy feature to its display (done in color by Strobridge Lithographing Company). The result was this "3-D" replica of the 4-bar Ivory pack. Aided by easy-to-use, tough-holding Dubl-Stik, it attaches to each side of the display panel, "popping" the new coupon offers for impact. Ohio Press Printing Company, Cincinnati, and Sales Rep Jim Megrue handled the printing and production.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 156

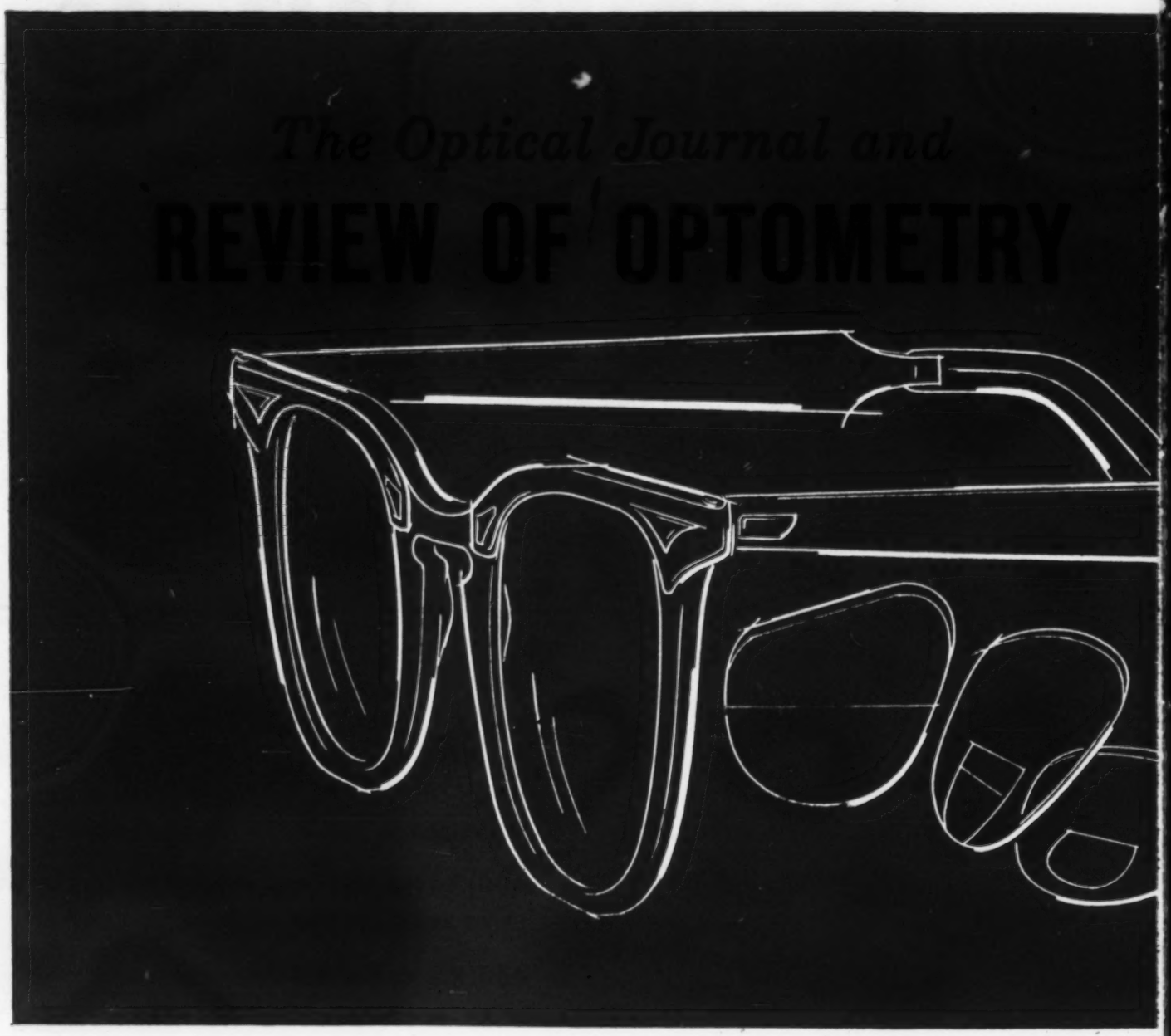
A "Dazzler" for DELCO

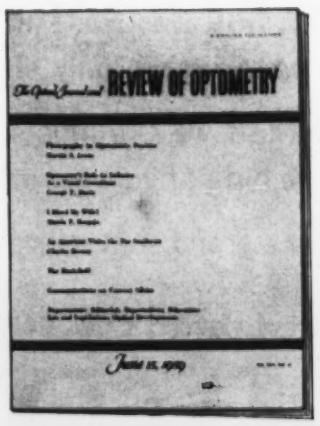
In the auto parts game, getting your name *up* in service outlets is the road to sales. United Motors Service Division of General Motors, pushed the name of Delco Batteries with this *brilliant* red-'n-yellow-'n-black all-purpose sticker. General Motors of Canada, Ltd., also used the idea and had it run on Kleen-Stik Vinyl-Stik, so it can be used *anywhere*, indoors or out. The tough plastic resists water, oil, scuffing, fading—*everything* but sales! Result: wide usage and attention. Acme Decalcomania Ltd., Toronto, and Manager Joe Edmund, did a *sparkling* job.

Baby soap or batteries, you'll lather up more sales with the added voltage of Kleen-Stik! Contact your printer, lithographer, or silk screener for samples—or send your name for free "Idea-of-the-Month"

1934-1959 • 25 YEARS OF PRESSURE SENSITIVE PROGRESS

kleen-stik PRODUCTS, INC.
7500 West Wilson Avenue
Chicago 31, Illinois





Gives readers a dependable and balanced diet of news and information on both technical and nontechnical subjects, plus interpretation and evaluation of developments within the profession and industry.

Gives advertisers a semimonthly circulation of more than 10,000. Of this, more than 85% goes to optometrists and dispensing opticians, the balance to manufacturers, distributors, prescription laboratories, and others associated with the ophthalmic field. Readership per issue is known to reach as high as 98.8%. Subscription renewal is 83.63%!

The Optical Journal and Review of Optometry is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of The Optical Journal and Review of Optometry devotes full time to the publication, with the dual aim of continuing its editorial excellence and building its high quality circulation. The result is a magazine *designed to sell* the optometric profession and optical industry.

Lavenson Hits Client 'Abdication' of Responsibilities

(Continued from Page 3)

our clients welcomed these extra-curricular services where needed, there was an inherent element of danger from the agency viewpoint in this expansion of our activities. Perhaps it was our eagerness to be 'all things' to all clients and to serve them well and completely that first made us aware of the pitfalls.

"The better job we performed in those corollary fields," Mr. Lavenson said, "the more surely we were made responsible for them. In some cases, clients would face us with 'that's your responsibility' when we were discussing matters far removed from the basics of our job.

"If we would suggest new products to a client one year, the next year we found ourselves 'responsible' for creating more new products. That was when we realized that some clients—a growing number, in fact—were inclined to vacate some of their own leadership responsibilities and expected us to assume them.

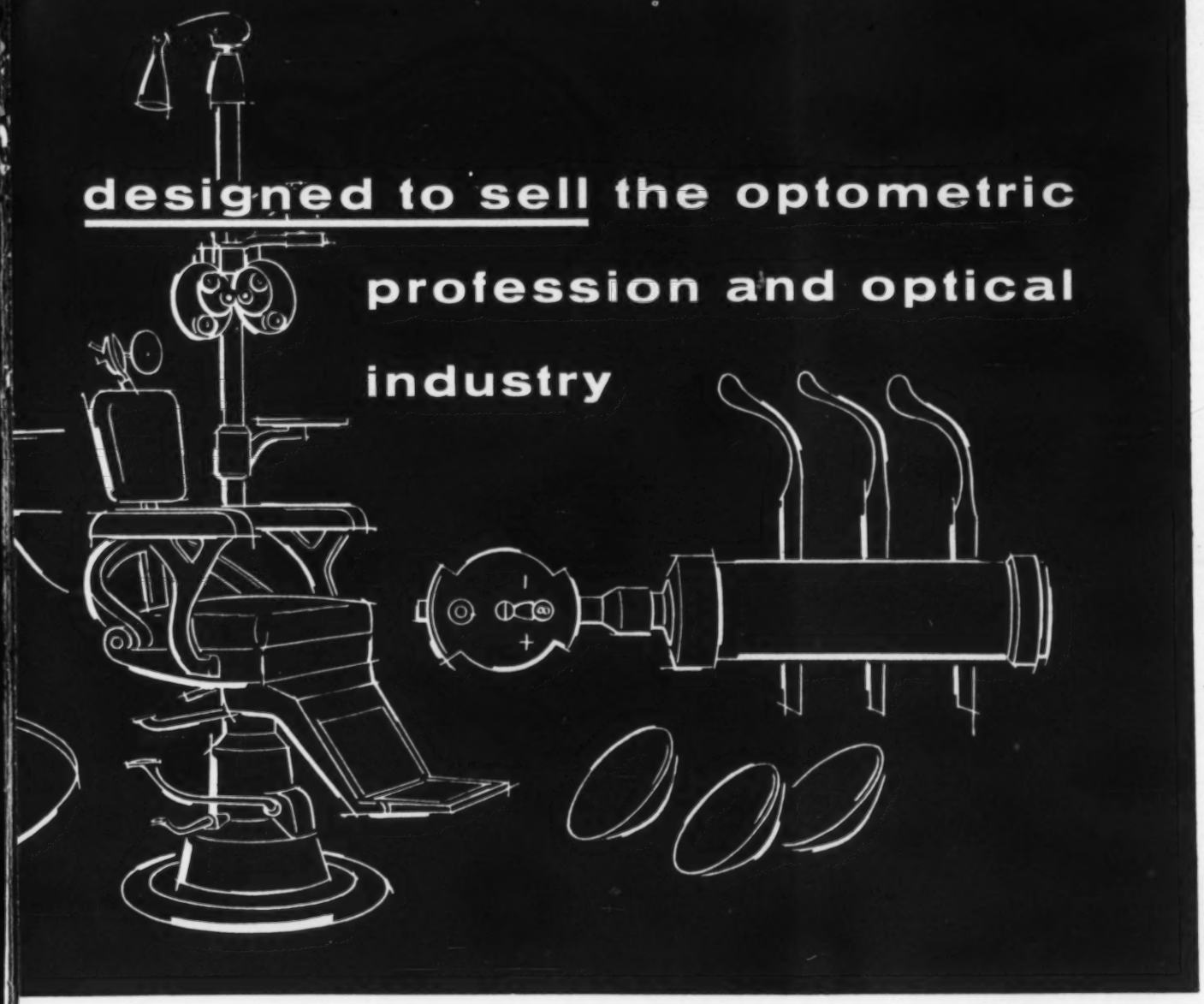
■ "So, while it behooves us to maintain a keen interest in all phases of clients' business and to supply the related services necessary, we try to make it clear that our willing participation in all the areas related to marketing doesn't carry with it any final responsibility for execution, implementation and decision-making, except in the major category of creative advertising service per se.

"Give us clients who will not abdicate the leadership role which is rightfully theirs and who will take full responsibility in the administrative, policy-making and over-all planning of their organizations.

"Let us remember always that we still act as 'agents,' alert to the needs and purposes of the clients we serve. We hope for active participation in every phase of their enterprise to which we can contribute constructively. This type of relationship will do more than anything else to continue into the future our 30-year record of finishing every year in the black," Mr. Lavenson concluded. #

3 Name Venard, Rintoul

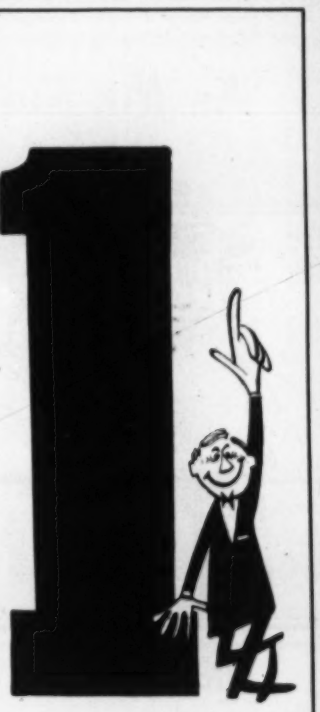
Venard, Rintoul & McConnell, New York, has been named national representative for WOLF, Syracuse, N.Y., formerly handled by Walker-Rawalt; WTKO, Ithaca, N.Y., previously with Forjoe & Co., and WERC, Erie, Pa., formerly with Weed Radio Corp.



Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular–Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books



and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

Michigan State U Study Reports Food Ad Impact

About 63% of 12,000 families selected at random in Lansing, Mich., say they read grocery ads before doing their shopping and 50% of these say the ads influenced where they shopped, according to a survey by James D. Shaffer, agricultural economist at Michigan State University. About 45% of all homemakers and 72% of the ad readers say that food ads influenced what they buy, the study report says.

Mr. Shaffer notes that young homemakers under 30 are least likely to read food ads. Other comparatively infrequent readers are families of salesmen and business men, and homemakers with food bills of more than $40 a week. Housewives between 41 and 60 most often feel that ads helped them decide where to shop, Mr. Shaffer notes.

Slim/Trim Bows in East

Newspapers and spot tv are being used in a summer campaign introducing Slim Trim, a dietary orange and fruit punch in 37 middle Atlantic cities. Produced by Central Canning Co., Cedarville, N.J., the non-carbonated drink is canned in 46-oz. containers. An advertising character, "Valorie Calorie," is used in the ads and commercials to play up the product's non-fattening, refreshing qualities. The agency is Nemarow Advertising, Vineland, N.J.

Schrafft Retains Eron & Eron

Eron & Eron, Englewood, N.J., industrial designer which recently developed the Schrafft Quality Isle in supermarkets for W. F. Schrafft Corp., Boston, has been retained by Schrafft as a merchandising consultant and to redesign the entire line of Schrafft's candies.

St. Anthony MESSENGER

National Catholic Family Magazine

Tell your sales story every month—in the bosom of the family.

SEPTEMBER ISSUE CLOSES JULY 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

McKay Reagan Klaus

GOOD READING—*Leafing through a copy of Advertising Age at the Advertising Assn. of the West convention are Howard McKay, Advertising Club of Los Angeles; Erwin Klaus, Ernest L. Loen & Associates, Fresno; and Neil Reagan, McCann-Erickson, Los Angeles.*

As Mr. Mason said to Mr. Dixon:
The Atlantic City Press Covers the South... South Jersey that is...

AND SALES MANAGEMENT "SURVEY OF BUYING POWER" 1959 CONFIRMS IT
$496,019,000 in Total Retail Sales

Food	$124,999,000	General Merchandise	$40,707,000
Automotive	64,393,000	Home Furnishings	20,687,000
Apparel	33,766,000	Filling Stations	28,852,000
Eating and Drinking Places	$65,171,000		

A Rich Three-County Market (Atlantic, Cape May, Cumberland) covered only by the

Atlantic City Press
Southern New Jersey's 'Good Morning Newspaper'
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., National Representatives

Compton Names Kelly, Lillehei

James Kelly, a vp and creative supervisor of Ellington & Co. for the past five years, has joined Compton Advertising, New York, as a vp and creative group head. Mr. Kelly is the author of the novel, "The Insider." Compton also has named Olive Lillehei, formerly a group head with Benton & Bowles, a group head.

Zenith Promotes O'Brien

Charles C. O'Brien, for the past three years a district representative for radio and tv receiver sales of Zenith Radio Corp., Chicago, has been appointed manager of marketing for hearing aids and related products.

Hotpoint Appliance Print Ad Schedule Told to Dealers

CHICAGO, July 8—To give its retailers ample time to develop tie-in promotion with national advertising, Hotpoint Co. is sending them a complete list of the ads it will run during the second half of this year, noting the subject matter of each ad.

There are 33 ads in all—30 in color and 3 b&w—in the 15-magazine media list.

In June, refrigerator ads appeared in *Better Homes & Gardens* and *Life*.

In July, more refrigerator ads are slated for *American Home*, *Successful Farming* and *Sunset*, with a dishwasher ad slated for *The Saturday Evening Post*.

In August, still more on refrigerators, in *Good Housekeeping*, *Sunset* and *SEP*.

■ September will see range ads in *American Home*, *House & Garden* and *SEP*; a range and dishwasher ad in *Home Modernizing Guide* and a refrigerator ad in *Progressive Farmer*. A *Life* ad will promote Hotpoint kitchens.

In October, clothes washers will be advertised in *American Home*, *Good Housekeeping*, *Life* and *Parents' Magazine*; clothes washers and ranges will be advertised in *BH&G*, and ranges will be advertised in *House Beautiful*, *Life* and *Successful Farming*.

The November schedule includes a clothes dryer ad in *Good Housekeeping* and *Parents' Magazine*, dishwasher ads in *BH&G* and *House Beautiful*, dishwasher and range ads in *New Homes Guide*, a range ad in *Farm & Ranch* and clothes washer and dishwasher ads in *American Home*.

The December *American Home* will carry a washer ad and the December *BH&G* will have dishwasher and range ads.

Compton Advertising handles Hotpoint. #

Mayer Productions Launched

Peter Mayer, formerly a sales representative for the Society for Visual Education, has opened his own business, Mayer Productions, at 21 E. Van Buren St., Chicago. Mayer will offer art, photography, slide and film strip production services to industrial accounts, retail organizations and agencies.

Margolis Leaves 'Redbook'

Richard Margolis has resigned as promotion manager of *Redbook*, New York. *Redbook* will name his successor later. James C. McCarty, formerly with the *American Weekly*, has joined *Redbook's* sales staff.

These people KNOW the Selling Power of ROANOKE NEWSPAPERS

PAXTON C. JUDGE
Vice-President, Roanoke Division
THE KROGER COMPANY
"We consider The Roanoke Newspapers basic in advertising for food sales in Western Virginia. . . ."

NORMAN R. McVEIGH
President
MICK-OR-MACK STORES CO., INC.
"Coverage of the two Roanoke Newspapers is ideal for 25 of our stores in 13 counties, although some of these stores are 200 miles apart. . . ."

R. E. FOUTZ
Secretary-Treasurer and Manager
ROANOKE GROCERS, INC.
"When we think of basic coverage for nearly 100 stores, we look first to The Times and The World-News. . . ."

F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.
"The bulk of our annual advertising investment in the Roanoke market goes to The Times and the World-News. . . ."

Virginia's 3rd Largest Primary Market Is Blanketed by the Roanoke Newspapers

with the average per family annual food sales at $949, right in the norm, this is an ideal

TEST MARKET

1. Isolated, natural geographical barriers
2. Minimum penetration of outside media
3. Self-contained economy
4. Diversified industry
5. Representative population
6. Ideal size, metro area 160,000
7. Good distributive outlets
8. Superior newspaper coverage
9. Diversified media, 6 radio, 2 TV stations
10. Right on the national norm in per family food sales, $949

LOOK AT THIS COVERAGE

65% in 16-County Primary Market 95% in 61 Principal Cities and Towns 100% in Roanoke Metropolitan Area

A "Burgoyne" Test City with spot color

"Better Meals Build Better Families"

" 'Total Selling' Means Better Sales."

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS
National Representatives SAWYER-FERGUSON-WALKER CO

NOW GET THIS!

This free brochure gives you the FACTS clearly, concisely, authoritatively. It will be sent you immediately upon request.

Time

. . . is a boundary . . . for everything under the sun. All things are packaged in seconds, minutes, hours, days, years, eons. Time limits even life itself, for as Benjamin Franklin said: "That's the stuff life is made of." We, the people, have only so much time to spend . . . and so very many things to spend it for. That's why reader exposure is so important to buyers of advertising space . . . the terrific competition for People's Time. In Chicago and suburbs the Sindlinger & Co. newspaper readership study shows:

DAILY PAPER	MEDIAN ADULT READING TIME
CHICAGO DAILY NEWS	37.2 Minutes
PAPER B	27.4 Minutes
PAPER C	26.0 Minutes
PAPER D	21.2 Minutes

USE THE POWER OF THE CHICAGO DAILY NEWS
READ AT HOME BY 92.5% OF ITS ADULT READERS

Foucault's pendulum in the Museum of Science and Industry, Chicago, measures time while demonstrating the axial rotation of the earth by the apparent clockwise motion of the pendulum's plane of oscillation.

BUY THE IMPACT!
BUY PUCK!

Among New York City's vast forest of buildings, there's one your eye can't miss. Thrusting its tower 1,472 feet above street level, the Empire State Building climbs 102 stories into the sky to stand out among all the rest. Do you want to power your advertising with this type of "can't-miss-it" *impact* upon both vision and memory? Then put your advertisements in PUCK. In addition to the *impact* of its giant, full-color pages, PUCK gives you another pronounced advantage: *PUCK provides you both more adult and more juvenile readers for your advertising than does any other print media per dollar invested.*

*Ad size of digest type page

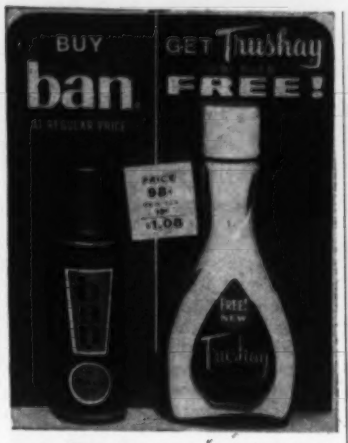
*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

*Pages illustrated above are scaled to proportionate size.

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News



TEAM—*For the first time, Bristol-Myers Co. is teaming its Trushay hand lotion and Ban roll-on deodorant in a special promotional "detail." Consumers will be given a 29¢ bottle of Trushay lotion free with every purchase of Ban at the deodorant's regular 98¢ price.*

Hawaii Politicos Boost Ad Pressure as Election Nears

HONOLULU, July 7—Advertising, which played a leading role in the primary election and plebiscite here, is being used on a huge scale for the general election July 28.

Because, in addition to local officials, a governor, two U.S. senators and a U.S. representative will be chosen at that time, the results will be highly important to both political parties. Campaign funds are reported to be available from both national committees on a liberal basis.

Newspapers, television and radio are carrying an unprecedented volume of political advertising. Even outdoor, which is not used commercially because of public opposition, is utilized heavily by individual candidates.

Although the Democrats polled a much larger vote in the primary than the Republicans, the latter expect to make a much better showing in the general election. This is partly due to the belief that Delegate John Burns, the Democratic nominee for governor, is backed by Harry Bridges and the ILWU. Fear of their domination of the islands may cause many independents to switch to Governor Quinn, the Republican nominee, it is reported.

■ Leaders of both parties are expected to fly from the mainland to participate in the campaign. Backed by increased advertising support, they will add further excitement to an election which may have an important bearing on the Presidential race in 1960. #

Schatten Returns to Grant Co.

Charles R. Schatten, who resigned as advertising manager of Foster Grant Co., Leominster, Mass., chemical and plastic producer, in 1958, has returned to the same position, which had not been filled during the interim. Mr. Schatten formerly taught advertising and marketing at Rutgers University.

'N. Y. Times' Names Hurley

Thomas M. Hurley, southern manager of Burke, Kuipers & Mahoney for the past nine years, has been named manager of the new Atlanta advertising office of the *New York Times*.

Daggett Joins WRIT

Parker Daggett, for the past three years Washington, D.C., district sales manager of Miller Brewing Co., has joined WRIT, Milwaukee radio station, as sales manager.

BBDO Names Hicks, 2 VPs

Michael Hicks, formerly an account supervisor with MacLaren Advertising, has been named managing director of Batten, Barton, Durstine & Osborn in Canada. Mr. Hicks, who will headquarter in Toronto, succeeds Leslie F. Chitty, who has been named liaison between BBDO's U.S. and Canadian offices. BBDO also has named Mortimer Berkowitz Jr., account group head, and Joseph Henrici, account executive, both in New York, vps.

Squirt Bottlers Sign TV Show

Squirt's Mexico City bottler, Lic. Fernando Menendez, has joined forces with Max Factor and Kolynos toothpaste to sponsor "Reina por un Dia," the south-of-the-border version of America's "Queen for a Day." The bottler has contracted for the program for one year. Sponsorship is being handled through Dillon-Cousins, agency for Refre Mex, distributor of Squirt throughout Mexico.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

SCIENTIFIC AMERICAN

ANNOUNCES

A WEST COAST SALES OFFICE

493 SOUTH ROBERTSON BOULEVARD

BEVERLY HILLS, CALIFORNIA

WILLIAM R. DAHLIN, MANAGER

CRESTVIEW 4-8088

SCIENTIFIC AMERICAN, INC. 415 MADISON AVENUE, NEW YORK 17, N.Y.
CHICAGO 716 NORTH RUSH STREET, CHICAGO 11, ILLINOIS
CLEVELAND 850 EUCLID AVENUE, CLEVELAND 14, OHIO
SAN FRANCISCO THE ROBERT W. WALKER CO., 57 POST STREET, SAN FRANCISCO 4, CAL.
MOUNTAIN STATES AND SOUTHWEST
THE ROBERT W. WALKER CO., 730 SOUTH WESTERN AVENUE, LOS ANGELES 5, CAL.
LONDON 47 MANCHESTER STREET, LONDON W. 1, ENGLAND

GM to Introduce All '60 Models on TV Show Nov. 13

Presentation of the Broadway hit, "My Fair Lady," along with the screen adaptation of "Gigi" will be the basis of a special 90-minute color telecast to be presented by General Motors on Nov. 13 on NBC-TV. GM's entire line of 1960 passenger cars will be introduced together for the first time. Campbell-Ewald Co., Detroit, is the agency handling the show.

Walter J. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

Troxel Expands, Names 2

Dick Troxel & Associates, Miami, has moved to larger quarters at 245 S. E. First St., and has promoted Henry Plawin, art and production director, to vp, and has named Roberta Vernon director of fashion, beauty and food. Miss Vernon formerly was fashion director of the National Assn. of Hosiery Manufacturers.

Maxwell Joins American Geloso

Bernard W. Maxwell, formerly with Cormac Photocopy Corp., has joined American Geloso Electronics Inc., New York, as director of advertising and sales promotion. The company distributes dictating machines, radio parts, sound equipment and other electronic products manufactured by Geloso, S.P.A., Milan, Italy.

Chait Adds 1, Names Savage

Lawrence G. Chait & Co., New York, has been named to handle advertising for Heath Co., Benton Harbor, Mich., maker of hi-fi equipment. Chait also has named Mary Savage, formerly an administrative specialist with the direct mail division of R. L. Polk & Co., director of client service and liaison.

THE HOUSTON POST
continues
to be HOUSTON'S
LARGEST DAILY
NEWSPAPER
in total circulation

207,028* DAILY
215,350* SUNDAY

LOOK AT THE LAST QUARTER

Averages by Quarters*	The Houston Post Monday to Saturday	The Houston Chronicle Monday to Friday
October 1 through December 31, 1958	206,693	201,550
January 1 through March 31, 1959	207,371	198,758

*For basis of comparison, see A.B.C. Publisher's Statements for 6 months period ending March 31, 1959.

THE HOUSTON POST
Member ABC

Read all day by able-to-buy families who gladly pay 20c more for their monthly Post subscription.

W. P. Hobby, Chairman of the Board Oveta Culp Hobby, President

Represented Nationally by Moloney, Regan & Schmitt

Newmark, Posner & Mitchell Agency Is Formed in Merger

NEW YORK, July 7—The Michael Newmark Agency and S. Posner & Co., two agencies with combined billings of about $1,800,000, have merged as Newmark, Posner & Mitchell.

Michael Newmark, formerly president of his own shop, becomes president and chairman of the plans board, and Sidney Posner becomes senior vp and secretary of the combined agency. Pearse A. Mitchell, formerly accounts supervisor at the Newmark shop, was named vp and treasurer.

Michael Newmark

The Newmark agency, with billings of about $1,500,000, has a client list of heavy industrial companies, including Airborne Instruments Laboratories, American Waterproofing Co., the electronics division of General Bronze Corp., Pitney-Bowes postage meters, Thomas A. Edison Industries and Grumman Aircraft Engineering Co.

Pearse Mitchell

Sidney Posner

The Posner agency billed about $350,000, mostly in real estate accounts, including the Lefrak Organization, Glickman Corp. and Ade Houghton Mutual Fund, an investment company.

The merged agency will do business at 18 E. 41st St. #

Riker Resigns from Hooper; Starts Radio-TV Business

Hugh E. Riker has resigned as director of special services and promotion of C. E. Hooper Inc., New York, to form Radio-TV Guild Awards, a broadcast promotion company. Mr. Riker has ready for syndication Chain-Listeners Clubs, a copyrighted promotion which builds an audience through a chain reaction contest involving the use of trading stamps. Guild Awards is temporarily located at 410 E. 65th St., New York.

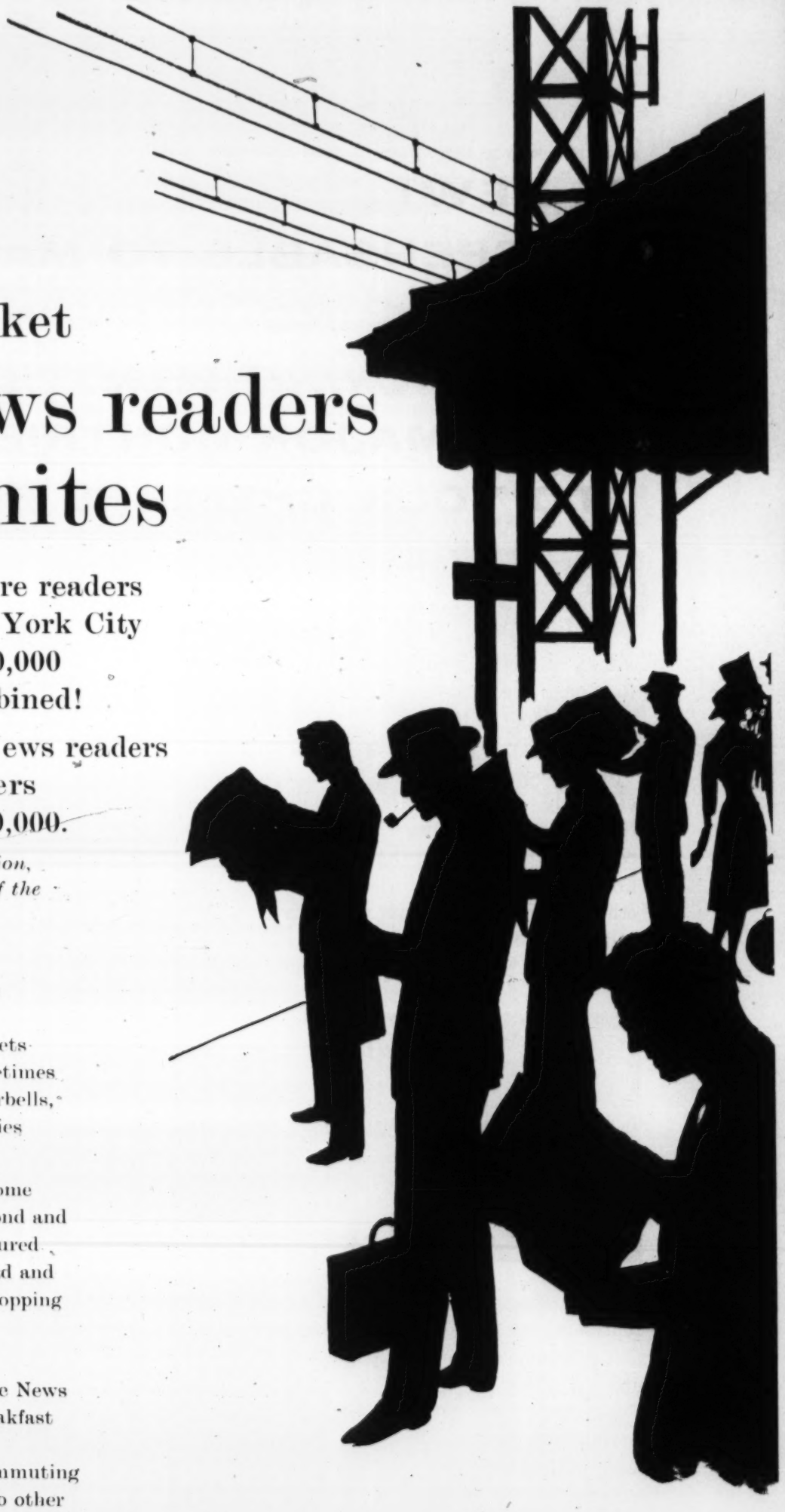
At the same time, Robert D. Atkinson has joined Hooper, where he will be active in radio station relations and will assume Mr. Riker's duties. Mr. Atkinson formerly was agency supervisor at Provident Mutual Life Insurance.

United-Carr Sets Up New Staff

United-Carr Fastener Corp., Boston, has opened a new central staff advertising and marketing research office at Kendall Sq. Bldg., Cambridge, Mass., under the supervision of Arvid H. Corneliussen, vp in charge of marketing. Paul Jameson, advertising director, will be responsible for the corporation's advertising activities and public relations, and Thayer Baldwin has been named marketing research manager.

Rayon Institute Suspends

The American Rayon Institute Inc., New York, has suspended promotional activities in the fashion and home furnishings fields, following a decision by member companies to operate on an individual company basis. Jeanne Peirre has resigned as director of fashion for the ARI.



In the New York market

1,900,000 News readers are suburbanites

The Daily News has 460,000 more readers in the suburbs than all other New York City morning papers combined; and 980,000 more than all evening papers combined!

Forty percent of metropolitan News readers live in the suburbs, and men readers outnumber women—990,000 to 910,000.

Source: *Profile of the Millions—2nd Edition, a comprehensive and authoritative study of the New York City and suburban markets. Call any News office for a presentation.*

For years certain New York newspapers have claimed the suburbs as their particular game preserves. They check trains, and find their sheets the favorites of commuters on the 8:12, or sometimes the 5:34. They send girl researchers to ring doorbells, and tally up top coverage among the first families of East Oilsump, Conn.

The New York suburbs are a big deal, with some 6,000,000 population, nearly as large as the second and third U.S. cities combined—and not to be pressured with peanuts. Only The News has enough spread and weight to make sales in the corner store, the shopping center, the showroom, and to pull women into mid-Manhattan stores.

When New Yorkers move to the suburbs, The News is one habit that goes along. It is preferred breakfast fare in Stamford and Saddle River as well as Stuyvesant Town. It gets first reading from commuting husband and stay-at-home housekeeper. And no other medium delivers so much sell for the money.

Details? Any News office can fill you in.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

NOW, NEW!

INDISPENSABLE TO MARKETING MEN...

REVEALING INDUSTRY-WIDE STUDY

ENDS BUYING PRACTICE CONFUSION,

MAKES MAJOR CONTRIBUTION

TO YOUR CHEMICAL PROCESS SELLING

Far-reaching in its effect on your sales efforts, extraordinary and efficient in method yet deceptively simple in appearance . . . here in this quietly businesslike 105-page package is one of the most important research projects ever completed for sellers to the Chemical Process Industries. If your products are used in this excitingly expanding market, it will pay you to study these unpretentious pages. Suddenly columns of percentages will come to life and be perking with sales significance. To some, they will indeed be startling . . . to others, quiet confirmation of what they already believed. But always . . . pertinent and practical when you sit down to plot your marketing strategy.

BUYING POWER, MAGAZINE PREFERENCE— AN OLD STORY, BUT . . .

The seller has long needed a survey of this magnitude—representative of the whole chemical field, unimpeachable in source and sufficiently detailed in its findings to provide a working guide for marketing executives. True, there have been hundreds of studies covering buying influence and magazine preference here and many of these have proved to be well-conducted, reliable tools for specific groups of advertisers. But the multiplicity of studies—with a variety of techniques, samples, results and frequent attempts to adapt findings to other fields—has often led to confusion and misunderstanding.

"Who buys what?" and "Which magazines do they read and prefer?" still need to be answered for the Chemical Process Industries.

IT'S THE PUBLISHER'S OBLIGATION TO CLEAR UP THE PICTURE . . .

And CHEMICAL WEEK has done just that . . . in its new "*29 Chemical Manufacturers Survey*", probably the most complete and thorough-going study ever conducted in these two areas so vital to sales and media decisions. Virtually industry-wide in scope, it's an "in-plant" study, made with the full cooperation and participation of the advertising managers from 29 of the country's best known large and medium-size chemical producers.

CHEMICAL WEEK sponsored the study, but there the magazine's participation ended. McGraw-Hill Research built the plan, formulated the questionnaire and obtained the cooperation of each chemical manufacturer. Then the advertising managers took over, personally directed the distribution and handling of questionnaires and the participation of men within their own plants. The 29 companies who cooperated received and distributed 2,317 questionnaires and returned 1,482, a response of 64 percent.

THE "IN-DEPTH" STUDY YOU'VE ALWAYS WANTED . . .

Of course, major objectives were "buying influence" and "magazine preference", but this study goes far beyond the dimensions of previous efforts within these areas. Here, uniquely, buying influence has been determined by the "type" of individual, the "degree" of influence exercised and the exact product transactions in which he participates. A similar procedure has been followed for magazine preference – with publications "read regularly" and found "most helpful" evaluated . . . in total, by job functions and levels of responsibility, for product groups and individual products.

BY 6 JOB FUNCTIONS, 9 PRODUCT GROUPS, 41 PRODUCTS . . .

Here is a purchasing-power evaluation for each of the six fundamental operating functions... *Administration, Production & Plant Operations, Research & Development, Design & Construction, Purchasing and Sales.* Here, too, an analysis of both direct and indirect buying influence by job responsibility levels. It's broad-scoped but in meticulous detail, getting deep into the nine basic product categories . . . *Chemicals & Raw Materials, Plant-Processing Equipment, Truck Transportation Equipment, Materials of Construction, Containers & Packaging Materials, Operating Supplies, Laboratory Chemicals & Equipment, Services, Plant Sites.* And these, in turn, are then dissected into 41 particularized product types for both buying influence and magazine preference.

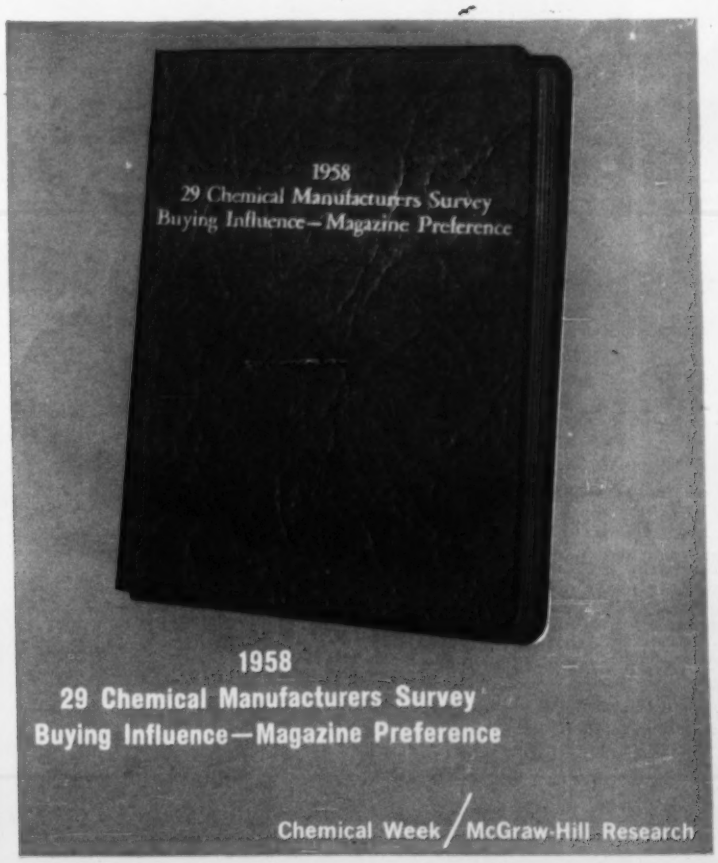
HOW CAN YOU USE IT?

Now, for the first time, you can pinpoint buying influence and measure magazine preference not merely by product categories such as equipment or raw materials –but by special types like "Materials Handling", "Tank Trucks" or "Control Instruments" – or precisely by "Heavy Inorganics", "Solvents & Pigments", "Plastics & Resins" . . . or whatever you make or sell.

This is a study to serve the needs of sales executives, advertising managers, agency account executives and media directors. Here, helpfully for the market planner, is buying influence broken down by specific products and determined by functions and responsibility levels . . . as well as reading preferences classified by products and buying influence types. It is a study big enough, exacting and authoritative enough for you to use as a bench-mark in selling the Chemical Process Industries.

TO OBTAIN YOUR COPY . . .

No seller to this market should be without one. But how profitably you employ it depends on how thoroughly you study and put into practice the findings in these 105 detailed pages. If you'd like a demonstration, your CW representative will be happy to oblige with a personal presentation . . . or if you'd like a copy to work with on your own, simply call or write him . . . there's no obligation either way. Just ask for the new "*29 Chemical Manufacturers Survey*", sponsored by . . . CHEMICAL WEEK, a McGraw-Hill Publication.



Sell the Inner Circle and you've sold the Conservative Protestant Church Market

69,075 Voluntary PAID Readers . . . 96% of whom are pastors and church officers who make buying decisions. "Christian Life" assures high readership because CL goes only to those who WANT IT at $4 a year. Investigate this active and growing market for hundreds of products used for church construction, maintenance and operation. Write for factual brochure.

Christian Life

The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

York Promotes Four Admen

Kenneth J. Thompson, formerly copy chief, and Henry J. Kirkpatrick Jr., formerly associate sales engineer, have been named sales promotion managers of the York division of Borg-Warner Corp., York, Pa. J. Donald Smith was promoted from manager of advertising and sales promotion for the engineered machinery division to advertising manager. Succeeding him is Caron N. Ehehalt, of the advertising department.

CBS Signs Continental

Continental Wax Corp., Mount Vernon, N. Y., has added 95 stations of the CBS Radio network to the 167 radio and tv station lineup that is carrying the summer schedule for Six Month floor wax. The company bought segments of several CBS daytime shows. In addition to network and spot broadcasting, the warm weather drive includes newspaper ads and outdoor posters. Product Services is the agency.

Catalina Advances Two

Richard V. Figueroa, exec vp of Catalina Inc., Los Angeles, has been assigned over-all responsibility for sales, marketing and sales promotion of all divisions. Charles W. Frazier Jr., vp and merchandise manager of ladies' sportswear, has been given the merchandising responsibility for ladies' swimwear and fall and spring sportswear.

$70,000 in Spot TV Trebled Sponge Cloth Sales in Two Years

NEW YORK, July 8—Here is an example of what an imaginative advertiser can do with $70,000 per year in television.

American Sponge & Chamois Co., although limited by a comparatively small advertising budget, has managed over the past two years to triple sales for its AMSCO sponge cloth. And this the company did, it reports, by putting all its eggs in one basket—spot tv.

In 1953 AMSCO began to import its cellulose sponge cloth from Sweden and cut, package and sell the product here. But sales never got off the ground. The only advertising the company used was a light spot radio schedule on WMCA and WNEW, New York, in 1956.

The following year, AMSCO and its agency, Curtis Advertising Co., made a careful study of their product. They couldn't talk about a "secret ingredient" or promise of great reward to potential users. Demonstration was decided upon as the best sales approach, and tv was chosen as the most effective medium for demonstration.

■ The company had limited its distribution to the New York area, but now, because of its success with spot tv, it plans to go into the Philadelphia and Boston markets, probably in the fall. The tv ad schedule for these markets has not been decided upon yet.

In New York, AMSCO has concentrated its budget on a single station—WRCA-TV. The schedule mainly includes daytime shows such as "Today," "The Price is Right" and "Queen for a Day," although on some night shows, including Jack Paar, local inserts are used. The spots, which range from 10 to 60 seconds, are half film and half live.

All of the spots are straight demonstrations by housewife types, following the agency's thinking that a commercial for a 29¢ sponge cloth should be down-to-earth and believable. Curtis has also worked to build a strong identification for the AMSCO sponge cloth with well known tv personalities, believing this to be a good way to get maximum mileage out of a limited budget.

Heavy direct mail is used to promote the tv campaign and plug the "as seen on tv" theme. #

Olympia Mails Singing Postcards to Prospects

Olympia Typewriter Co., New York, is promoting its typewriters via a postcard which is actually a cardboard record of the "Olympia Typewriter Song." The company's 1,200 dealers are mailing the record-card to prospects as well as using it as a point of sale giveaway. The song is sung by the Four Chicks & Chuck vocal group and it is presented as though the Four Chicks were typewriting a letter to the prospect. It begins with a salutation spoken in unison, and the entire song is punctuated with typewriter sound effects. An announcer provides selling copy in the middle of the song.

The song has also been adapted for radio commercials included in a radio promotion kit, available to all dealers. Mann-Ellis, New York, is the agency.

Pictures Unlimited Opens

Pictures Unlimited has opened at 912 Book Tower, Detroit, to provide services ranging from stock photos to worldwide assignment and distribution of photos. George Kissling, formerly with Associated Press and World Wide Photos, is president of the new organization.

FOR INCOME BUY 2 in LOUISIANA

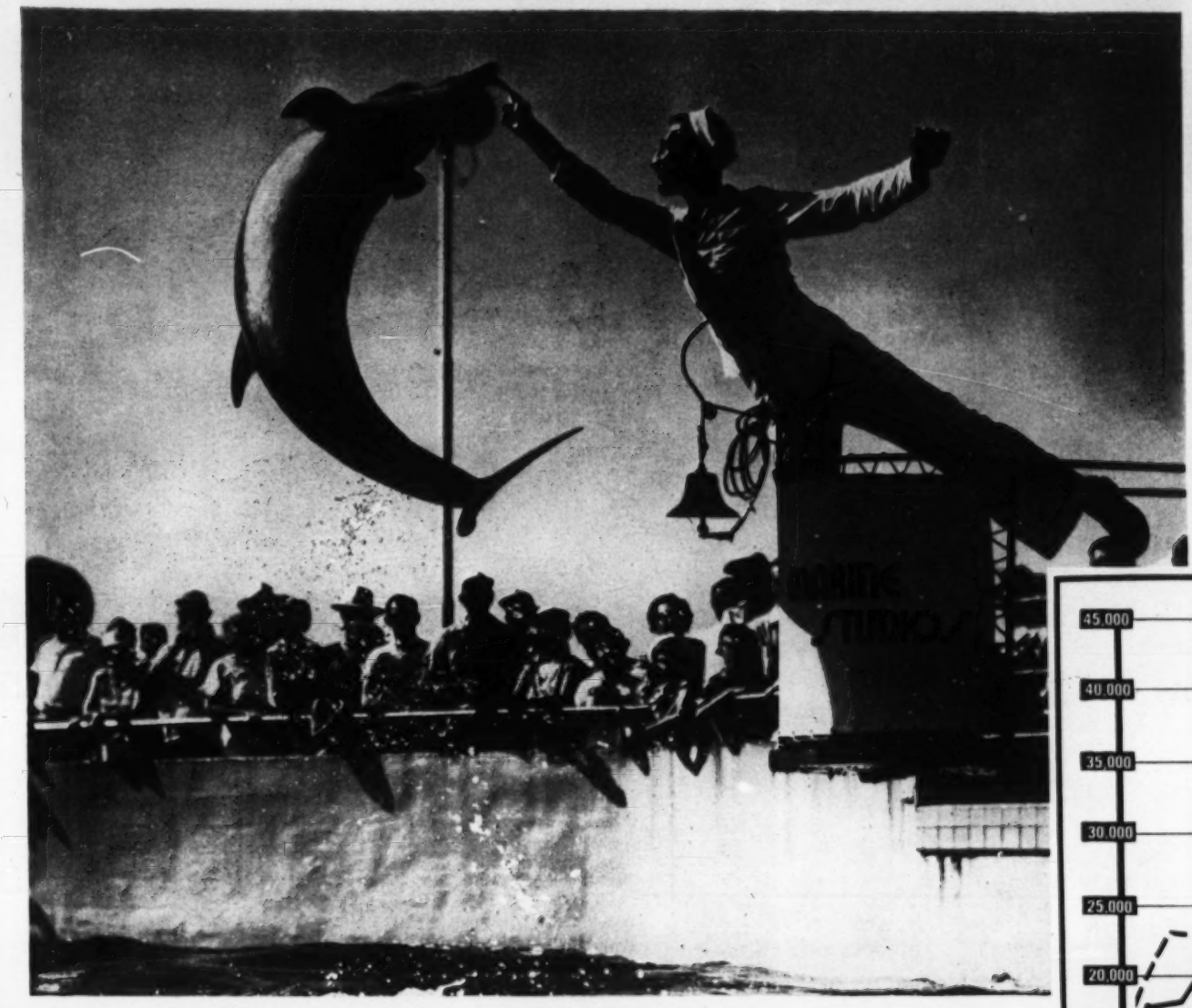
Louisiana's *second* market in size is *first* in buying power. The $6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell Louisiana, buy advertising in at least two markets—the *right* two. Buy 2 in Baton Rouge.

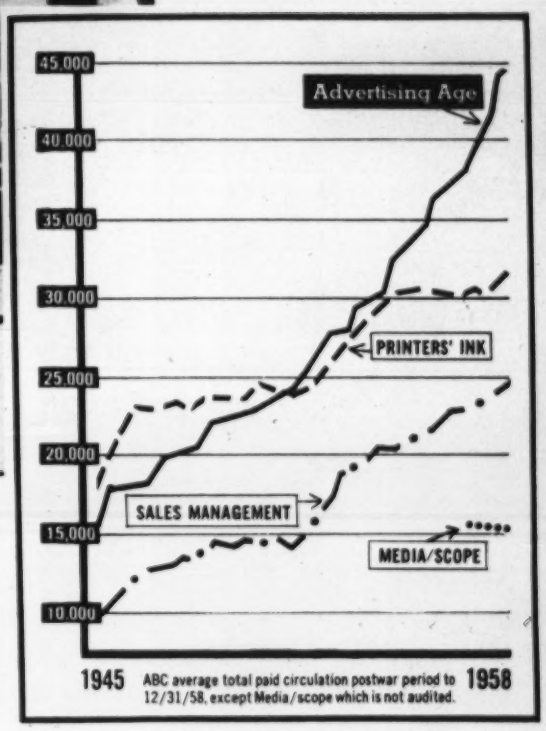
BUYING INCOME*
(Metropolitan Area)

NBC ABC

$6455*
RICH BATON ROUGE

WBRZ Channel 2
BATON ROUGE, LOUISIANA





ABC average total paid circulation postwar period to 12/31/58, except Media/scope which is not audited.

You Gotta Get Up To Get Some Attention!

Advertising Age
33 Agencies in 'Over $25,000,000' Group Billed $2.7 Billion in 1958
Ford Will Run 16-Page Ad in 'Reader's Digest'
FTC Hits Magazines' Dealer Payoffs
Deplorable but Vital, Says Tippett
Last Minute News Flashes

And Ad Age *is* up.

Up higher than any other publication in the general advertising-marketing field. Up higher than any publication in the history of the field.

And still climbing!

What does its current count of over 47,000 paid circulation mean for you? Just this: if the weekly attention of the greatest advertising and marketing audience in the world means new business, more business, and less sales resistance for you and your salesmen, be sure your sales story is riding with Advertising Age.

Gets it up there where the attention is.

1 Year (52 issues) $3

ABC ABP NBP

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

CAN'T MISS!

TRACKDOWN

One of network television's most famous Westerns has just become available for syndicated sales ... and it's a sure-fire hit. Because:

...TRACKDOWN is the biggest, most important Western ever to enter first-run syndication, at a time when Westerns are at the very peak of audience popularity.

...TRACKDOWN is produced on location by Dick Powell's famous Four Star Productions, and has a well-known star: Robert Culp.

...TRACKDOWN is based on case histories taken from the files of the fabulous Texas Rangers and is the only television show ever to win official endorsement from the Rangers and the state of Texas.

...And TRACKDOWN has proven a huge audience winner, averaging a 23.0 total Nielsen rating in its run on the CBS Television Network (October 1957–April 1959) against the stiffest competition.

Tired of long shots? TRACKDOWN (71 crack half-hours) can't miss.

THE BEST FILM PROGRAMS FOR ALL STATIONS
NEW YORK, CHICAGO, LOS ANGELES, DETROIT,
BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS
AND ATLANTA IN CANADA: S.W. CALOWELL LTD.

CBS FILMS

Pure-Pak Film Available

"Operation World-Wide," a 27-minute color movie showing the combat readiness of the Military Air Transport Service and illustrating the worldwide use of Pure-Pak cartons, will be available for theater and tv showings in early fall, according to the Pure-Pak division of Ex-Cell-O Corp., Detroit, which sponsored the film. Ralph C. Charbeneau, advertising and public relations director of Pure-Pak, led a film crew from Robert J. Enders Organization, Washington, on a 28,000-mile, 45-day flight around the world to make the film.

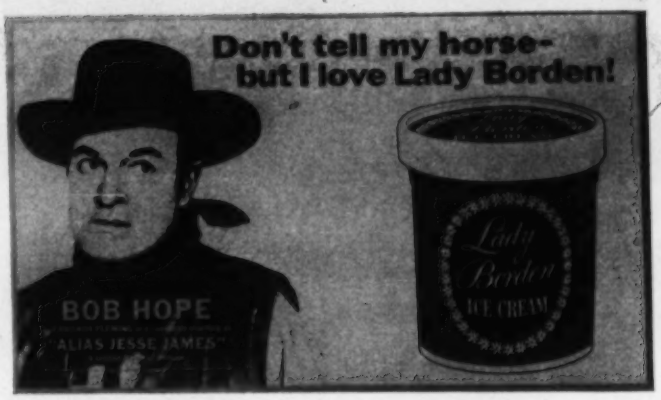
There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

Swank Sets $500,000 Campaign

Swank Inc., New York, manufacturer of men's jewelry, this fall will introduce a new category of products including bar accessories, travel kits and boutique gifts. A $500,000 campaign will promote the new merchandise and the fall Swank jewelry line from September through Christmas. Color pages will appear every week in *Life* and the *New York Times*. Robert M. Marks & Co., New York, is the agency.

Genssler Joins Criterion

Herbert Genssler, formerly with Transitads Inc., has joined the sales staff of Criterion Advertising Co., New York, specialist in three-sheet poster advertising.



SMILE, PODNER—*Comedian Bob Hope will help Borden Co. sell its Lady Borden ice cream this summer (and plug his new movie, "Alias Jesse James") via radio spots in the New York area and through these banners carried on trucks of Borden's Pioneer ice cream division.*

OFFICIAL

GATEWAY TO THE MOON!

NOW IN
TOP 100 MARKETS

U. S. Census Bureau has added Seminole County to Orlando's Standard Metropolitan Area — now 275,400 — 88th in population in U. S. A., 69th in total sales. Better than Charlotte, Des Moines, Knoxville, Spokane. You can sell the five-county Central Florida population of 417,500 only with the Orlando Sentinel-Star. We dominate Miami, Jacksonville and Tampa papers combined in our five counties by 6-1.

ORLANDO SENTINEL-STAR

LARGEST CIRCULATION IN CENTRAL FLORIDA—*Ask Branham*

Livigen Cream Denies FTC Charges of False Ad Claims

WASHINGTON, July 7—Distributors of Livigen cream have denied Federal Trade Commission charges of falsely advertising that Livigen is a skin food and will rejuvenate the skin.

The product is handled by Livigen Laboratory Sales Co. and Biotex Ltd., both of 42 W. 38th St., New York.

The Livigen case is one of several filed by FTC last fall involving products marketed by companies controlled by David L. Ratke, New York agency president (Parker Advertising). In some instances these cases have already led to consent orders (AA, May 18).

The reply in the Livigen case admits the words "skin food" appear in the ads, but contends it is not a representation that the preparation is a "skin food" as the term is used by FTC. While the replies deny the ads represent that Livigen will "rejuvenate" skin, as the commission uses this word, the two concerns specifically deny the allegation that it will not rejuvenate skin. #

Lampert Adds Two Accounts

Lampert Agency, New York, has been appointed to handle advertising for Royal Zenith Corp., distributor of Royal Zenith offset printing presses made in West Berlin, and for the international division of U.S. Industries Inc.

Grady Gets Kenya Corp.

Kenya Corp., New York, fabric manufacturer, has appointed Robert B. Grady Co., New York, to handle its advertising.

It is no coincidence

that those who buy our products, have confidence in our service, what we produce, and particularly our recommendations.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

Coming Conventions

*Indicates first listing in this column.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

*Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Rigo Offers Survey Package

Rigo Enterprises, Chicago, is offering a new consumer survey package, using retail outlets to distribute questionnaires. Customers fill out the questionnaires and become eligible for a prize drawing. The retailer gets a similar prize if the winner picked up the questionnaire in his store. Rigo will perform all services, including making up the questionnaire and tabulating the results.

'SEP' Names Three

The Saturday Evening Post has appointed Charles Thomas Martz to its advertising trade relations staff in Los Angeles, Kenneth J. Sherry to its Chicago staff and Robert Clegg Rohrs to its New York sales staff. Mr. Martz formerly was with Addressograph-Multigraph Corp., Mr. Sherry was with Armstrong Cork Co. and Mr. Rohrs was with *Good Housekeeping*.

Lavenson Adds Desco

The Desco Vitro-Glaze Assn. of America, Philadelphia, has appointed Lavenson Bureau of Advertising, Philadelphia, to handle its advertising. The association is a group of franchised agents handling Desco wall and floor coating materials manufactured by Macnaughton-Brooks Ltd., Toronto.

Contactisol to Kohler

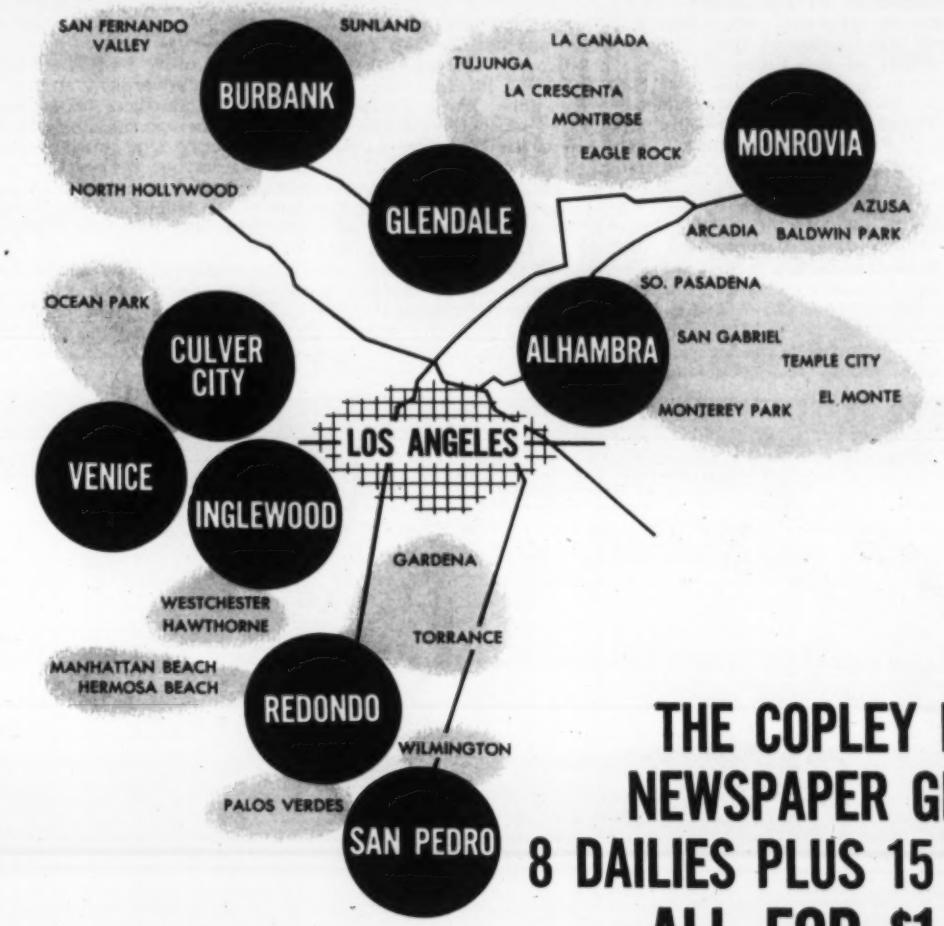
Contactisol Inc., Lindenhurst, N. Y., a new company selling contact lens solutions to the ophthalmic professions, has appointed Albert A. Kohler Co., Old Greenwich, Conn., to handle its advertising, promotion and public relations.

Altman-Stoller Adds Two

Altman-Stoller Advertising, New York, has been named to handle advertising for Girltown, Inc., Boston, maker of girls' sportswear, and for Klopman Mills, New York, weaver of gray goods. Fletcher D. Richards, Calkins & Holden, formerly handled Klopman.

Architectural Book Sold

Architectural Ceramics, formerly published by Iander Publications, Beverly Hills, Cal., has been sold to Wilson-Loveton Publications, Hollywood. It will be consolidated with *Tile*, a Wilson-Loveton monthly, effective July 1, and the magazine will be renamed *Tile & Architectural Ceramics*.



THE COPLEY LOS ANGELES NEWSPAPER GROUP: 8 DAILIES PLUS 15 WEEKLIES... ALL FOR $1.38 A LINE!

ALHAMBRA POST-ADVOCATE
- El Monte Post-Advocate
- Alhambra Post-Advocate Shopper

BURBANK DAILY REVIEW
- Burbank Review Shopping News

CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
- Culver-Palms Advertiser
- Mar Vista Advertiser
- Venice Advertiser
- Baldwin Hills Advertiser

GLENDALE NEWS-PRESS
- Glendale News-Press Shopper

INGLEWOOD DAILY NEWS *
- Hawthorne Citizen
- Lennox Citizen
- Westchester Citizen

MONROVIA DAILY NEWS-POST
- Monrovia-Duarte News Advertiser

SOUTH BAY DAILY BREEZE (Redondo Beach, Hermosa Beach, Manhattan Beach)
- South Bay Breeze Advertiser
- South Bay Breeze Peninsula Advertiser

SAN PEDRO NEWS-PILOT
- San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

One order — at one discounted rate — buys the entire Copley Los Angeles Newspaper Group: 8 strategically located dailies, plus their 15 supplementary weeklies, with a total circulation of 432,005.*

And these "hometown" newspapers give you the penetrating coverage, flexibility, and merchandising support you need to sell Greater Los Angeles.

Remember, the Copley Los Angeles Group is yours with one order, one billing, one combination rate: $1.38 a line. You save 31% as compared with total individual rates, and you get productive coverage of 31 key communities.

For the detailed story of this group buy, ask any office of the WEST-HOLLIDAY CO., INC.

*Circulation total includes 104,633 A.B.C. Daily Paid: balance Guaranteed Controlled Circulation.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

'Je Serai Mere' Bows

Faust Inc., Montreal, will introduce a new publication, *Lady in Waiting*, and its French language counterpart, *Je Serai Mere*, with the December issue. The semi-annual publication is aimed "to assist expectant mothers during their last eight months of pregnancy." Rates are $925 for one b&w page, one insertion and $1,295 for one page, four color, one insertion.

Clayton Leaves NFAA

Sidney Clayton & Associates, Chicago, has resigned its membership in the National Federation of Advertising Agencies.

TON OF FOOD

sells food by the ton . . .

• • • • •

Fresno GUIDE

FRESNO, CALIFORNIA

Gilbert Hodges, 87, Former Munsey Exec, AFA Head, Is Dead

NEW YORK, July 7—Gilbert Tennent Hodges, 87, former chairman of the executive committee of the old *New York Sun*, and more recently associated with the *Wall Street Journal*, died July 4 of a heart attack at his home here.

Born in Monroe, Wis., Mr. Hodges was graduated from the law school of the University of Wisconsin in 1895. He practiced law in Chicago for ten years and then joined the publishing organization of Frank A. Munsey there.

In 1912 Mr. Hodges became western manager of all Munsey publications. In 1916 he was named advertising manager of the *New York Sun* and the *Evening Sun*. In 1925 he was made a member of the *Sun's* executive committee; ten years later he became its chairman. He was also elected a director of the Munsey Trust Co. and the Mohican Co., a food store chain.

Mr. Hodges served two terms as president of the Advertising Club of New York and from 1930 to 1934 served as president and chairman of the Advertising Federation of America. He was appointed a lieutenant colonel in the Army Reserve in 1931 and was reappointed in 1936. He was familiarly known to friends as Col. Hodges.

■ Following the sale of the *New York Sun* and the *Evening Sun* to Scripps-Howard Newspapers in 1950 and their incorporation into the *New York World-Telegram*, Mr. Hodges joined Dow, Jones Co., publisher of the *Wall Street Journal*, in an advisory capacity. He retired from that post last November.

Mr. Hodges was a delegate to the first international advertising convention in London in 1924, was chairman of the international advertising congress in Berlin in 1929, and was a delegate to the international advertising convention in Rome in 1933. He also served for many years as a member of the advisory committee of the Advertising Federation of America.

As head of the American delegation to the world advertising convention in Paris in 1937, Mr. Hodges was made an honorary member of the French Legion of Honor. He also received an honorary degree of master of commercial science from Bryant College.

F. LEE JOHNSTON

DETROIT, July 7—F. Lee Johnston, 60, an advertising and public relations figure here for 35 years, and a former president of the Detroit Adcraft Club, died June 29 after a series of heart attacks which had forced his retirement last March from Sampson & Johnston Inc., of which he had been a partner.

Mr. Johnston was a native of Windsor, Ont., where he had worked as a newspaper man and publicist before moving to Detroit in 1923. He served as Michigan USO field operations director in World War II, and later was cited for this work by the Fifth Infantry Battalion of the Marine Corps Reserve in Detroit, being given an honorary commission.

He also belonged to the Scarab Club, Fine Arts Society, Historical Society of Detroit and the Sales Executives Club. He was a lecturer for 10 years at Wayne State University in its advertising education program.

JOSEPH A. KERNEY

TRENTON, July 7—Joseph A. Kerney, 71, vp and former advertising director of the *Trenton Times*, died June 28 at his home here after a short illness.

Born in Princeton, N. J., he was graduated from Georgetown University. During Woodrow Wilson's first administration he became a Washington correspondent for the *Trenton Times*. During World War I, Mr. Kerney served in the Navy. Following the war, he entered the advertising business in New York; in 1922 he went to Chicago as a correspondent for the old *New York World*.

In 1924 Mr. Kerney rejoined the *Trenton Times* as advertising director and continued in that position for 30 years, until he retired in 1954. He was made a vp of the newspaper in 1930. His brother James, who died in 1934, was editor and publisher of the newspaper for many years. Thomas L. Kerney and John E. Kerney, sons of the late James Kerney, are general manager and editor, respectively, of the *Times*.

ALEXANDER GRIFFIN

PHILADELPHIA, July 7—Alexander R. M. Griffin, 56, a vp of Al Paul Lefton Co., died June 26. Mr. Griffin was a newspaper man and an analytical reporter on radio before entering the advertising business. He started his newspaper career with the *Buffalo Courier*. He was a reporter for the *Camden Courier-Post* and for the old *Philadelphia Public Ledger* before joining the now defunct *Philadelphia Record*, where he became city editor and assistant managing editor.

He then became an analytical reporter for the Mutual Network, the show called "Griffin Reporting." He was the author of three books on World War II, "Here Come the Marines," "Out of the Carnage" and "A Ship to Remember."

At the Lefton agency, he was vp in charge of radio and tv.

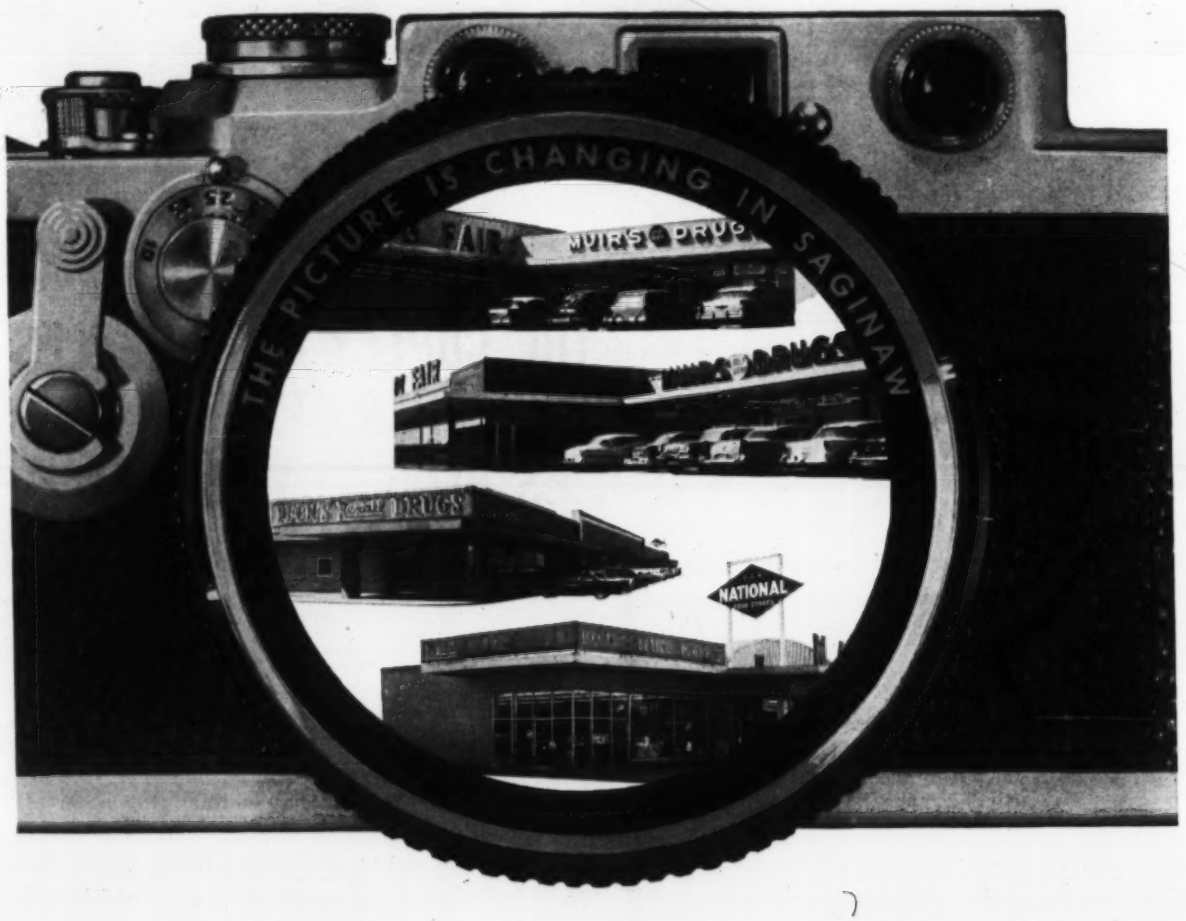
THOMAS F. WARD

LOS ANGELES, July 7—Thomas F. Ward, 65, who was associated with the advertising sales staff of *Life* and *Time* for 25 years, died at his home here June 28 after a brief illness.

Born in Boston, Mr. Ward was with Crowell Publishing Co. for 11 years before joining Time Inc. in 1934. He was a member of the original advertising staff of *Life;* he spent most of his career in Chicago and Los Angeles. Most recently he was Pacific market development manager of *Time's* regional marketing program. Before that he had served for five years as sales manager of *Time's* Los Angeles office.

EDWIN C. OLSON

CHICAGO, July 7—Edwin C. Olson, vp of Roche, Rickerd & Cleary, died June 20. Mr. Olson started his advertising career with Erwin, Wasey & Co., working in account management, radio program direction, merchandising and service. Later, he joined the old Cecil & Presbrey agency as manager of its Chicago office. He had been associated with Roche, Rickerd & Cleary for the past 16 years.



New shopping centers, pictured here, have brought into the Saginaw picture new food and drug chains, as well as new junior department stores. Along with a healthy industrial growth, these shopping centers are changing the picture in Saginaw . . . FAST!

The change is mighty important because this growing, going market is loaded with buying power! And in this big 8-county market, THE SAGINAW NEWS will bring your sales message to approximately 175,000 readers.

The daily newspaper is the total selling medium . . . and the total selling power of The Saginaw News is no secret to Saginaw business men. In January and February of this year, 159 business and professional firms signed new advertising contracts with The Saginaw News . . . an expression of their unshakeable faith in the tremendous selling power of The News and their confidence in the future of this "golden industrial-agricultural" community.

Your sales picture will be brighter in this flourishing market. Contact one of our representatives or write The Saginaw News . . . and GET THE FACTS!

"The daily newspaper is the total selling medium"

THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

ASSIST FOR CAN MAKERS—*U.S. Steel Corp. will lend its not inconsiderable advertising support to can makers this summer with an outdoor promotion in 19 metropolitan markets across the country. The campaign, promoting use of canned soft drinks, will also utilize newspapers, magazines, radio, tv, direct mail and point of sale supports. Batten, Barton, Durstine & Osborn is the agency.*

Olin Aids Users of Its Cellophane Via Business Paper Push

NEW YORK, July 7—Olin Mathieson Chemical Corp. is aiding its cellophane customers with a print campaign now running in trade publications.

One series of ads in food books describes cellophane converters as "masters of packaging," functioning as designers, package engineers and merchandising consultants.

A second series features the use of Olin cellophane for improved food packaging.

The ads are running in *Bakers Weekly, Baking Industry, Biscuit & Cracker Baker, Candy Industry, Potato Chipper* and *Pretzel Baker*.

The campaign, begun in May, will run through the end of the year. D' Arcy Advertising Co. is handling the drive. #

Acrilan Carpet Push Set

Chemstrand Corp., New York, will promote Acrilan carpet this fall with a tv, newspaper and magazine campaign which it calls "unprecedented for the entire carpet industry." Starting Sept. 12 the carpet will be promoted for 13 weeks on Chemstrand's new, as yet unnamed, weekly show on NBC-TV. Starting Sept. 26, the company will promote "National Acrilan Carpet Week" via newspaper ads in 25 markets and a color spread in the October *Good Housekeeping*. In-store promotional and display material will go to stores featuring the product. Doyle Dane Bernbach Inc., New York, is the agency.

Bolt Joins Capper Publications

Alfred E. Bolt Jr. has been named district manager of Capper Publications, headquartering in Chicago. Mr. Bolt was formerly western manager of *Harper's Bazaar*.

• SPRINGFIELD
• DECATUR
• CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 55th* METROPOLITAN MARKET

NEW GRADE "A"

Only by SPRINGFIELD WICS DECATUR / CHAMPAIGN WCHU URBANA

NBC Exclusive

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Lloyd King, who started a small Denver grocery store in 1934, and now, in his ever-growing chain of King Soopers has just opened the largest Super Market between Chicago and the Pacific Coast.

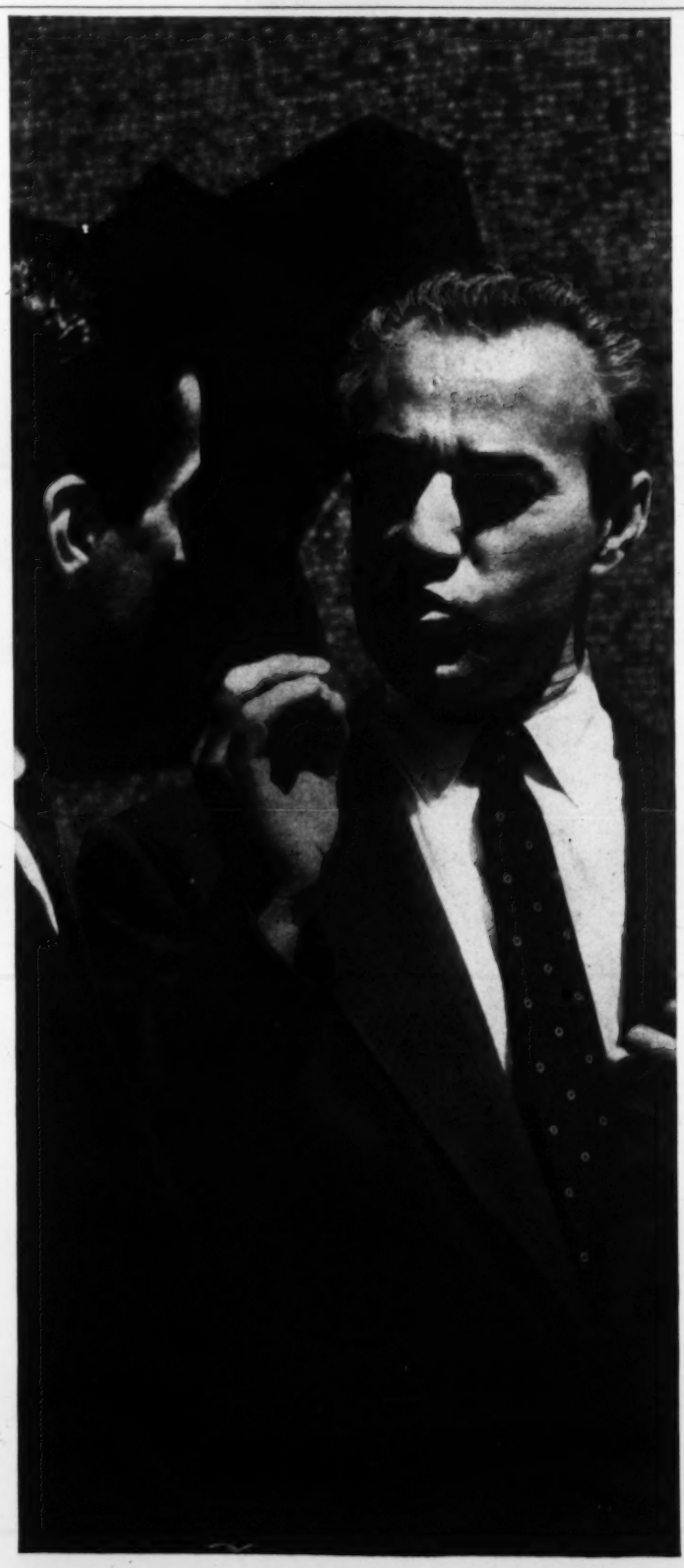
"Our sponsoring quarter-hour portions of The Art Gow Show, and use of live announcements in The Pat Gay Show and The Johnny Wilcox Show over KLZ has played a very important part in our expansion in Colorado," Mr. King says.

Let KLZ-Radio pre-sell for you in the Denver-Rocky Mountain area.

Lloyd King

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver



"Time dijo . . ."

". . . the 4 powers will . . .
the 21 nations have . . .
the 50 states are . . ."

Foreign affairs are especially important to the growing nations and industries of Latin America.

To keep up with international news and U.S. activities, executives and officials throughout that area read TIME every week.

And when they talk of the current events that affect their plans, they often make use of the words "TIME dijo . . ."—"TIME said . . ."

TIME LATIN AMERICA

The most talked-about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

Wallach's TPI Service Expands to Print, Radio

Now Covers 9 Markets; Revson Is Backer of 'Qualitative' Research

NEW YORK, July 7—Martin Revson has invested "a sizable sum" of money in TPI Inc., the personal television interview company headed by researcher Miles A. Wallach.

Mr. Wallach, who released the information, said also that the TPI qualitative rating service has been expanded to nine cities and that it will move into print interviews over the summer and into radio in September. Philadelphia, Chicago and Los Angeles are the original three cities into which the rating service was introduced. In addition, it now also covers New York, Boston, Atlanta, St. Louis, Dallas, and San Francisco.

Mr. Revson has been named chairman of the board of TPI, although active operations will be in the hands of Mr. Wallach, who is chief executive officer and president. "I think it's a needed service, and I think it will be very successful," Mr. Revson said.

His investment, said to be a five-figure sum, will be used to expand present facilities, to move into radio and print and for promotional and advertising expenses.

■ Mr. Wallach said TPI (which stands for Television Personal Interviewing) now has 11 clients, including advertisers and agencies but no networks. He said he is in "almost weekly communication" with two networks and is hopeful of having at least one signed by this fall.

Individual studies have all made money, he stated, but TPI has operated at a loss between-times. He was hopeful of becoming "a going concern" by autumn.

Mr. Wallach said last week that Martin Revson had been interested in the TPI project from its beginnings in 1957. At the time, Mr. Revson was exec vp of Revlon Inc., and George Abrams was advertising vp of that company.

Mr. Abrams was largely responsible for the idea behind a qualitative rating service which would do more than merely report the number of sets that were turned on, and he invested "a small sum" of money to help get TPI off the ground.

■ Both Mr. Revson and Mr. Abrams have since left Revlon. Mr. Revson is now active in investments in real estate, chemical and drug companies (he is one of the two or three largest stockholders in Rexall Drug Co.), and Mr. Abrams is president of the toiletries and cosmetics division, Warner-Lambert Pharmaceutical Co. He is "not very active" in TPI's present operations, Mr. Abrams said.

Mr. Wallach commented that TPI made two studies of the "Garry Moore Show" while it was under Revlon sponsorship.

"On the basis of ratings alone, Revlon would have taken the program off the air, but on the basis of results over and above, they kept it on." This included such things as the number of women watching the show, the number of younger people, and the high percentage of Revlon product users among the viewers, he explained.

TPI interviewers, Mr. Wallach told a meeting of the Assn. of National Advertisers last fall, spend about four minutes in each home, putting down answers to questions via punch cards. At that time he said 6,000 interviews had been completed in the three original cities. #

ILLUSION—*This ingenious display gives the illusion of milk pouring out of that carton endlessly. The display was developed by Sealright Co., Fulton, N. Y., maker of plastic coated milk cartons. The secret: a small white tube connecting quart to electric pump in body of display.*

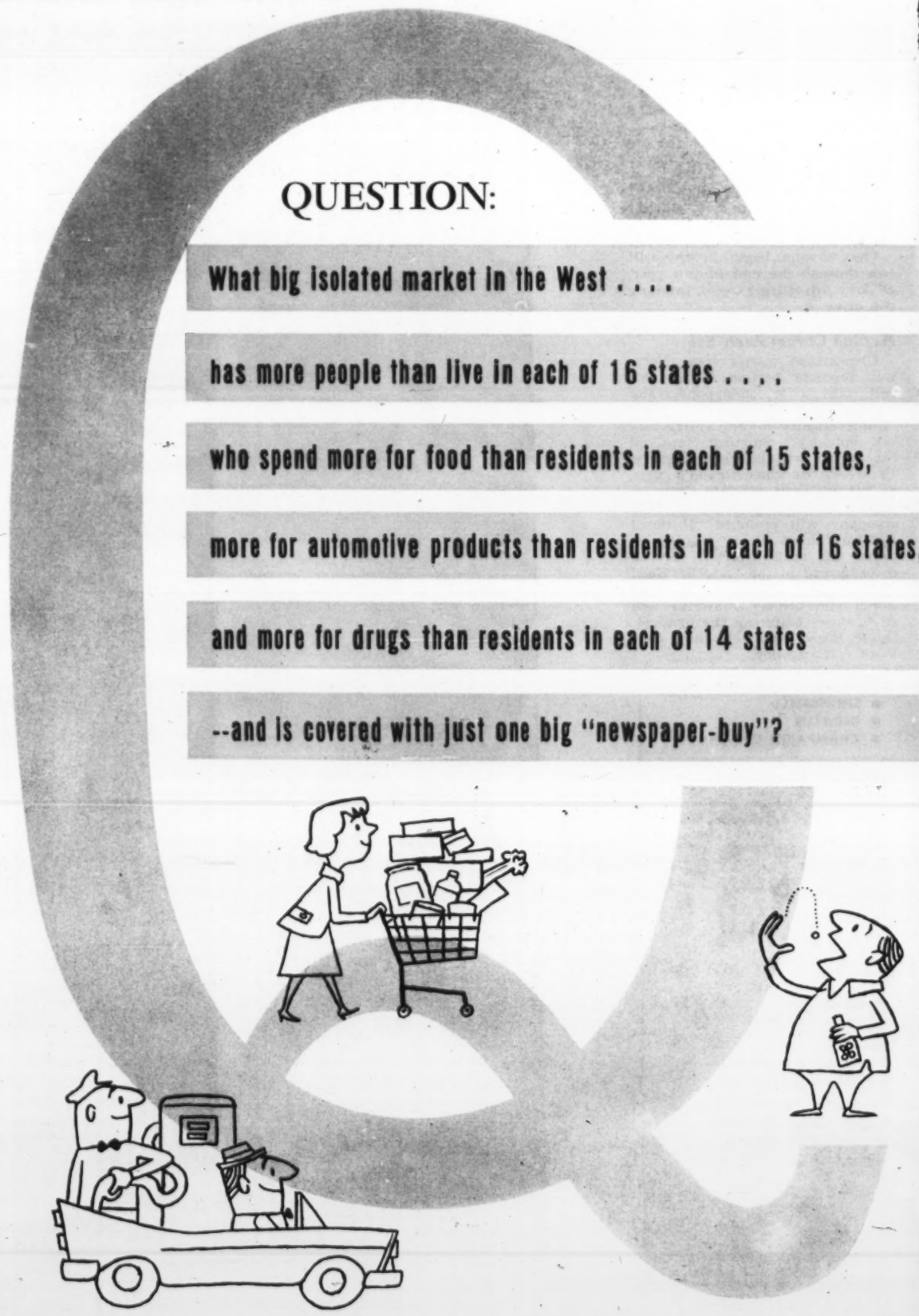
Gourfain-Loeff Gains One

National Beauty Industries, Chicago, has named Gourfain-Loeff, Chicago, to handle advertising of its Bob-O-Lene wave set lotion. Another product of the company, Roll-A-Curl, formerly handled by Burlingame & Grossman, Chicago, is no longer being advertised but is being promoted through store demonstrations.

Myrbeck Adds Thayer Scale

S. Gunnar Myrbeck & Co., Boston, has been named to handle advertising and sales promotion for Thayer Scale Corp. Myrbeck also has promoted Charles B. Russell from an account executive to account manager in charge of all account executives assigned to instrumentation and nuclear accounts.

Your Company Design on
QUALITY TIES
ALABAMA
Gives a new and unusual
PROMOTION TIE-IN
Special ties made to your specification help you launch new products and sales themes. Use this new promotion and premium idea with salesmen, dealers and customers or give-away at conventions. Prices from 60¢ a tie. Write for details.
SCOT TIES LTD.
Dept. 7A, 401 Fifth Avenue, New York 1, N. Y.


QUESTION:
What big isolated market in the West . . . .
has more people than live in each of 16 states . . . .
who spend more for food than residents in each of 15 states,
more for automotive products than residents in each of 16 states,
and more for drugs than residents in each of 14 states
--and is covered with just one big "newspaper-buy"?

Philadelphia Group Asks Outdoor Law 'to Increase Tourism'

PHILADELPHIA, July 7—The battle against outdoor signs has widened to include an urban development group here known as the Greater Philadelphia Movement.

P. Blair Lee, GPM co-chairman, asked the State Senate to pass a highway signboard control bill.

Mr. Lee told State Sen. George N. Wade, chairman of the senate highways committee, that the "great natural assets" of the state should "be seen by our citizens and our visitors." He said attractive highways attract tourists.

"The new jobs created by a growing and vigorous tourist industry would exceed many times the few temporary jobs lost through a limitation on the construction of billboards on new interstate routes," Mr. Lee stated.

He added that the GPM believes that the control is desirable on its own merits, in addition to the fact that the state will get federal payments for effective control. #

MODERN SELL—*The visual squeeze technique developed by Transfilm, New York, is put to work here on a spot for Muriel cigars. Still photos are flashed on the screen in staccato manner to the beat of background music. Stylized art settings are in keeping with the cigar's theme: "Any time . . . anyplace . . . anywhere." This commercial is used on "Cimarron City" (NBC-TV). Lennen & Newell is the agency.*

Coke Bottler Names Murdock

Coca-Cola Bottling Co., Silver Spring, Md., has appointed William D. Murdock Advertising Agency, Washington, to handle its radio and television advertising. Murdock now handles broadcast advertising for all Coca-Cola bottling plants in the metropolitan Washington area.

Du-Rite Appoints Roman

Du-Rite Sales Co., Brentwood, Md., has appointed Roman Advertising Agency, Baltimore, to handle its advertising for Du-Rite powder bleach. Advertising schedule includes television, newspapers and radio.

Knowles Names Hill

Edwin M. Knowles China Co., Newell, W. Va., has appointed Albert P. Hill Co., Pittsburgh, to handle its advertising.

Shaw Calls Co-op 'Essential'; Myers Replies, 'It's Waste'

NEW YORK, July 7—Cooperative advertising was seen as both a help and a hindrance by variety store executives at a panel discussion on sales promotion tie-ins.

S. L. Shaw, advertising manager of S. H. Kress & Co., said, "If both parties are appreciative of ethical practices and policies, and if both parties treat it as a truly cooperative venture, co-op advertising can be a very useful and profitable arrangement.

"Co-op advertising is an essential part of our merchandising plan," he added.

■ But Fred E. Myers, sales promotion manager of H. L. Green Co., said co-op programs by his company have been a waste of time, effort and money.

"Cooperative ads certainly do not pull customers into the store," Mr. Myers said. "One reason is that the items in a co-op ad can be bought in any of the variety stores, as well as in many other stores, and at the same price.

"We would much rather have co-op funds allocated for use in producing our own designed point of sale display material, promotion prize contests, etc.," he said.

The panel was sponsored by *Variety Store Merchandiser.* #

Mulcahey Leaves Bristol

John J. Mulcahey, advertising and sales promotion manager of Bristol Laboratories division of Bristol-Myers Co. for the past 13 years, has joined Williams & Wilkins, New York, as advertising sales representative for 10 of its medical journals.

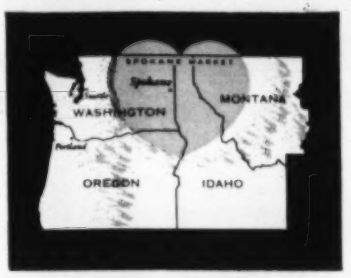
Comfort Named Pioneer VP

Pioneer ice cream division of Borden Co., Brooklyn, has appointed Robert H. Comfort vp of the division. Mr. Comfort joined Borden in 1948 and last January was named director of sales and advertising of Pioneer.

Cockfield Names Schenk

O. K. Schenk has been appointed assistant manager of the creative department of Cockfield, Brown & Co., Toronto.

A ANSWER: The Spokane Market



it's 4 times as big as it looks!

Total Spokane Market	Retail Trading Zone	Metropolitan Spokane
Net Income $2,009,334,000	Net Income $1,250,602,000	Net Income $541,034,000
The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.	The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.	The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.

Totals are cumulative; Sales Management 1959

Look at the full sales potential of the Spokane Market and you find it's a much bigger market than many individual states. For this is a market that cannot be measured by its metropolitan area alone. Entirely surrounded by towering mountain ranges and with 300 or more miles separating Spokane from other metropolitan areas, it is a completely independent, solidly unified marketing unit—*4 times as big as its metropolitan area in population, income and retail sales!* And you sell it ALL with an "A" schedule in one big "newspaper-buy"—The Spokesman-Review and Spokane Daily Chronicle. Together, they reach 1 out of every 2 families!

Spokane is a BURGOYNE Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every 2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Chicago's new 40-story Advertising Headquarters—

Executive House

HOTEL IN HEART OF CHICAGO ADVERTISING

- close to agencies, radio-TV stations, newspapers, magazines, art, film and recording studios, representatives.

UNIQUE FEATURES OF EXECUTIVE HOUSE

- Drive-in Garage
- Direct Dialing from Room Phone
- Private Sun Terrace
- Free Stock Market Quotations

Send for colorful brochure Executive House

Department A, 71 E. Wacker Drive, Chicago 1
Financial 6-7100 • A. M. Quarles, General Manager

PHOTO REVIEW OF THE WEEK

Robertson Garfield Lee Rowe Wilson Cole Broyles French Luckie

WHEELS AT WHEEL—*At work just prior to the 28th annual conference of the National Advertising Agency Network are members of NAAN's steering committee—Scott Robertson, Robertson, Buckley & Gotsch, Chicago; Sidney Garfield, Garfield, Hoffman & Corner, San Francisco; Ernest Lee, Merrill Kremer Inc., Memphis; Harold Rowe, Ambro Advertising Agency, Cedar Rapids, Ia.; Jack Wilson, steering committee chairman, Carr Liggett Advertising, Cleveland; Arlyn Cole, Cole & Weber, Portland, Ore.; Gene Broyles, Galen E. Broyles Co., Denver; Oakleigh R. French, NAAN managing director; Robert Luckie, Robert Luckie & Co., Birmingham, Ala.* *(Story on Page 55.)*

HEART OF MY HEART—*This convivial scene was committed at a Gay '90s party given by Stromberger, LaVene, McKenzie for media reps. Heisting that stein is Ted Stromberger. The fair beauties are agency secretaries Diane Velden (left) and Myra Watkins. The Bowery refugee tickling the ivories often masquerades as Phil Seitz, Ad Age's Los Angeles editorial representative.*

SOAP SPREE—*Colgate-Palmolive is using this floor bin to introduce Spree, a new bath and beauty soap. The unit was produced by Thomson-Leeds Co., New York.*

Baker Dollnig Ahlswede Cyr

PLANS—*Frank Baker, president of the Chicago Federated Advertising Club, Grant, Schwenck & Baker, and Berneice Dollnig, president of the Women's Advertising Club of Chicago, and director of consumer education division, Sears, Roebuck & Co., lay plans for the 1959 Advertising Workshop, which the clubs co-sponsor, with the help of Lee Ahlswede, vp, Buchen Co., and CFAC co-chairman of the workshop, and Elaine Cyr, Oldsmobile dealer order manager of Edwards & Deutsch Lithographing Co. and WAC co-chairman. The workshop will run for eight weeks beginning Sept. 28.*

Trombley McKay Liets Reading Davis Mrs. Davis Mrs. Swanson Swanson

SOCIALIZING—*Social occasions between business sessions brightened the agenda at the Advertising Assn. of the West convention. This one brought together Reata Trombley, Charles F. Berg Inc., Portland; Allison McKay, Standard Oil, San Francisco; Lucille Liets, Hollywood Advertising Club; Duke Reading, Display Service, Boise; Walker Davis, National Advertising Co., San Francisco, and Mrs. Davis; and Duane Swanson, U-Haul Rental Trailer Co., Portland, and Mrs. Swanson.*

Hauck Hill Mrs. Woodrum Woodrum Suga Bria Rosen Freeman Penfield Cady Calhoun

AAW OUTDOORS—*Enjoying ideal weather at Tahoe Tavern at the Advertising Assn. of the West convention are Roland Hauck, Lennen & Newell, and Bob Hill, Columbia-Geneva division, U. S. Steel, both San Francisco; Donald Woodrum, Woodrum & Staff, Honolulu, and Mrs. Woodrum; Jiro Suga, Dentsu Advertising, Tokyo, showing his camera to Fran Bria, Carl Lawson Advertising Co., and John Rosen, John Rosen Co., both Phoenix. Noel Cady, Brown & Cady Printing, Long Beach, and Bill Calhoun, San Francisco, share a funny story in a pocket magazine with Al Freeman, Western Air Lines, San Diego, and Ray Penfield, Facts Consolidated, San Francisco.*

Outdoor...shortest distance between telling and selling!

Outdoor advertising tells your story to shoppers moments before they buy!

Outdoor shows your product in dominant full color exactly as it appears in the store. The shopper's mind, freshly marked with the true image of your product, responds impulsively to the same image in the busy welter of mass store display.

This works for all kinds of advertisers—because everyone gets the message when it runs Outdoor. It's hard to miss 300 square feet of hard-selling color advertising!

Whether you sell to women or men, teen-agers or tots—you can talk to more of them for your money in Outdoor than in any other major medium.

Big, impressive Outdoor showings are available on a surprisingly flexible basis—en route to supermarkets or shopping centers, for example—or to fit any sales pattern.

Ask your OAI Representative to show you how he can help you sharpen the impact of a marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal—and at yours—are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—the National Sales Representative of the Outdoor Advertising Medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR
ADVERTISING INCORPORATED

Sunday Linage Rises

Advertising by the nation's department stores in Sunday newspapers was slightly heavier last year than in 1957, according to the 1959 edition of "Departmental Merchandising and Operating Results," published by the controllers' congress of the National Retail Merchants Assn. Sunday linage was 25% of the week's total, up from 24.6% in the fall of 1957. Thursday linage dropped, the report states.

What Do You Get When We
JUDGE
Your Contest?

Above all, *experience*. Only this can insure scrupulous objectivity, careful attention to every entry, and elimination of plagiarized, collusive and fraudulent entries. Only this can guarantee sound selection of winners, based only on merit. Call our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

Bremson Miller Underwood Fowler Gallup Pfeiffer Hoover Wensberg M. Jacobs Storey Booth Kaufman N. Jacobs Perlmeter Obermeyer

BOZELL & JACOBS MANAGERS—*General managers of the 12 offices of Bozell & Jacobs gathered at the agency's annual meeting. They are Bert Bremson, Kansas City; F. C. Miller, Omaha; Don Underwood, supervisor of Washington office and administrative executive, New York; Vincent Fowler, Beverly Hills; Charles A. Gallup, Indianapolis; Walter Pfeiffer, Shreveport; Donald D. Hoover, New York; Royal H. Wensberg, Seattle; Morris E. Jacobs, chairman of the board; Carl Storey, Houston; Arthur Booth, Baltimore; Sam Kaufman, Minneapolis; Nathan E. Jacobs, Chicago; Stanley Perlmeter, assistant general manager, Omaha, and Henry Obermeyer, supervisor of the Hartford office and administrative executive. The agency's annual meeting was held in Omaha.*

More Marketers in U. S. Handle Hawaii as Domestic Area

HONOLULU, July 7—Merchandising observers believe the trend toward treating Hawaii as part of the domestic market rather than as a division of export will be accelerated by statehood.

When the islands are transferred to domestic sales operations, many changes in advertising, including agency arrangements, are likely to be made.

• Chrysler Corp. is now in the process of switching from export sales management to domestic. Ford made the switch two years ago. General Motors continues to administer Hawaii as an export market.

• H. J. Heinz Co. has just completed its switch from export to domestic sales operations. General Foods made the switch two years ago. Standard Brands did likewise, but continues to place its Hawaiian advertising through its international division.

• Procter & Gamble and Colgate operate in this area through domestic sales channels, but Lever Bros. treats it as an export market. Advertising is placed through the international department in New York.

• Bristol-Myers and Sterling Drug are among the top houses in this classification which continue to operate in Hawaii through their export departments.

One result of this situation is that national advertisers using network tv programs on the mainland do not usually sponsor them here, if they are marketing through export, as complicated arrangements would have to be made to transfer responsibility for advertising costs and supervision to overseas divisions. #

Another Anchor for TULSA Prosperity!

AMERICAN AIRLINES NEW $20 MILLION MAINTENANCE & ENGINEERING CENTER

Tulsa is headquarters for overhaul and maintenance of the entire American Airlines Flagship Fleet, and the 5,000 American employees in Tulsa help to make the Oil Capital one of the MAJOR markets in the Southwest. The new maintenance and engineering center is one example of the broad commercial and industrial base, including oil, aircraft and manufacturing, that gives Tulsa a per capita disposable income of $1,982 . . . one of the highest in the Great Southwest.

ONLY the Tulsa World and Tulsa Tribune give complete coverage of this rich market in the heart of the Magic Empire. Write for more information about this major market, or contact your nearest Branham representative.

FOR MORE BUSINESS, USE
THE OIL CAPITAL NEWSPAPERS
TULSA WORLD
TULSA TRIBUNE
MORNING • EVENING • SUNDAY
Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

IN CHICAGO, "VISITING FIREMEN" AND AD MEN IN-THE-KNOW HANG THEIR HATS AT THE SHERATON TOWERS

A survey of our register reveals about half our guests are in advertising or deal with advertising people.

Why so many? Well, 752 agencies and related businesses are within 5 short blocks. The Sheraton Towers is at the very heart of Chicago advertising.

You'll find conference rooms, convention rooms, restaurants, lounges, de luxe suites and rooms...all air conditioned.

Next time you plan to hang your hat on a Chicago hook, hang it at The Sheraton Towers. You'll be among friends.

SHERATON TOWERS
505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

Alcoa's Sharp Tells How Its Admen Sell Salesmen on Ads

LOS ANGELES, July 7—Something can be done about the paradox of rivalry between sales and advertising and sales promotion men and the Aluminum Co. of America is working at it, Jay M. Sharp, advertising promotion manager, told members of the Sales Promotion Executives Assn.

He said a better understanding now exists in the Alcoa organization as the result of a comprehensive program of making certain salesmen see what advertising does for them.

■ The program begins in the headquarters promotion staff which is a part of the advertising department. The coordination of advertising and sales is considered in terms of advertising programs.

In "market maker" promotions, which are principally based on giving half of Alcoa's tv commercial time to customers using aluminum, the first step is a call by the salesman and a field promotion manager. The customer is told Alcoa is willing to mention his company and product using aluminum on "Alcoa Theater" or "Alcoa Presents." The promotion man then sets up the participation in the commercial. This is followed up thereafter by the salesman. Among the things the salesman does is present the customer with as many as 50,000 leaflets he can use to merchandise the commercial in which his company is featured.

An "added values" program is directed to executives to sell the benefits of doing business with Alcoa. The emphasis "is what we have to offer that you can't get from other companies." This advertising appears mainly in such publications as *Business Week, Time* and *Wall Street Journal*. The merchandising of advertising done for Alcoa customers is a part of the added values enumerated. The salesmen are sent proofs of these ads, and furnished copies they can use in making calls.

■ Another program directed to executives is called "forecast." Ads in publications directed to executives feature the work of outstanding designers who have designed products of aluminum which are not now on the market. Here the objective is to expand uses of aluminum. Again, salesmen get proofs for use in their calls.

Another campaign is for Alcoa wrap foil. This is based primarily on the selection of principal markets where a sample piece of foil is inserted in newspapers and flanked on one side by an Alcoa ad and on the other by an ad purchased by distributors and customers.

These have been successful in promoting business, Mr. Sharp said. As in all advertising programs, salesmen are kept fully informed, so they recognize the sales stimulus the programs provide. #

'Publishers' Auxiliary' Changes Format, Boosts Rate

Publishers' Auxiliary is changing its format with its Oct. 3, 1959, edition from seven 12-pica columns to eight 11-pica columns.

Simultaneously the publication is increasing its space rates about 10%. The b&w one-time page rate was $995; it is now $1,095.

Westinghouse Lists Admen

Westinghouse Electric Corp., Pittsburgh, has published a booklet guide for media representatives, listing the names and assignments of the company's admen in the main office and branches.

Avco on Concert Network

The research and advanced development division of Avco Mfg. Corp., New York, has signed a 26-week contract for three weekly series with the Concert Network on five stations of the FM network—WNCN, New York; WHCN, Hartford, Conn.; WXCN, Providence, R. I.; WBCN, Boston, and WMTW, Portland, Me. Sponsorship will begin the week of July 6 for the hour-long Tanglewood series of the Boston Symphony Orchestra, "Morgan Monitors the Market," a five-minute stock market analysis, and a musical hour with Robert Dumm. The advertising was placed directly by Avco.

Alvin Schur Opens Shop

Alvin L. Schur, with Grey Advertising for the past seven years doing drug and toiletry marketing, has resigned to form his own marketing consulting service with offices at 17 E. 48th St., New York.

WE CAN'T AFFORD TO MISS

Maintaining a reputation isn't easy, especially if it's one of uncompromising engraving excellence. If we claim it, we MUST be able to answer the exact needs of ALL our accounts...and we DO!

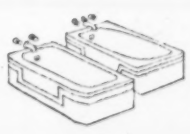
washington PHOTO ENGRAVING COMPANY

ROP Color too!

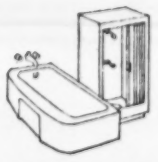
118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

America's newest marketing phenomenon—

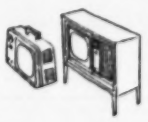
The Two-House Family

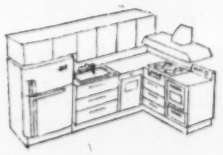


The Two-House Family has three or four baths...

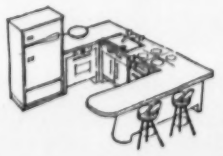


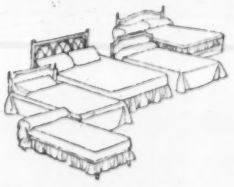
two to four television sets...



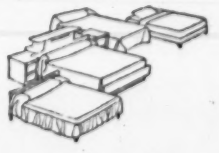


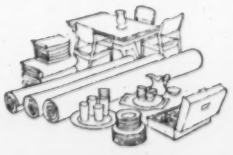
two kitchens...





four to 12 beds...





multiples of furniture, linens, china, table service, floor coverings and so on.

Fifty to 75 thousand second homes—or vacation homes—*will be built* in 1959, according to the best trade estimates.

With the Two-House Family, America has clearly entered a new Age of Consumption for household equipment.

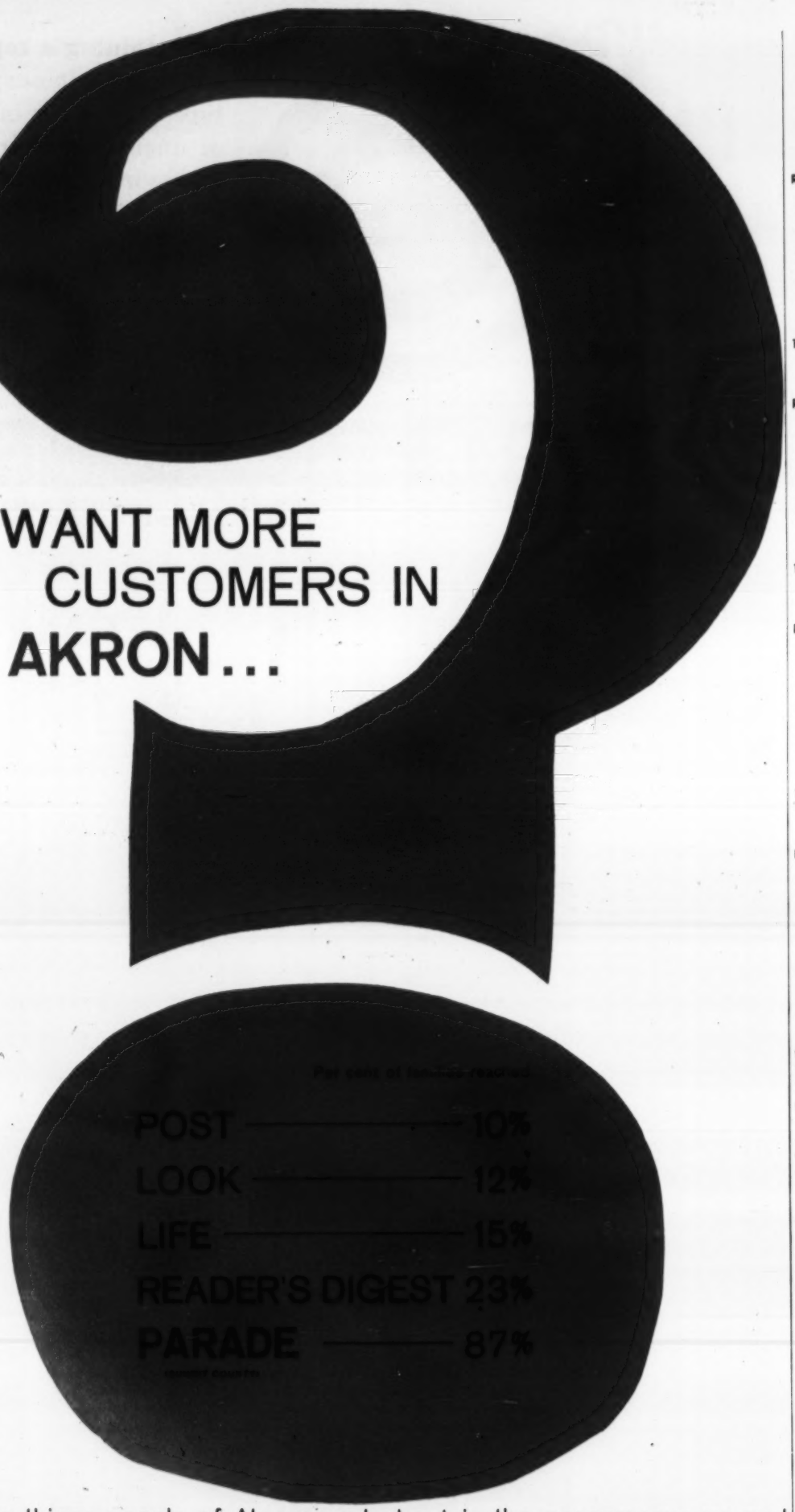
Where is this new phenomenon coming from? *Who* are the families involved? What *future* expansion can be expected? In what ways can your company benefit from this expanding marketing opportunity?

Searching studies of this new Age of Consumption for household equipment have been made by the J. Walter Thompson Company. We shall be happy to discuss the meaning of these studies for your company if you will get in touch with us.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami

WANT MORE CUSTOMERS IN AKRON...



The things people of Akron read about in the **BEACON JOURNAL** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.

Nielsen Network TV

Two Weeks Ending June 7, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,465
2	Summer on Ice (U.S. Brewers Foundation, NBC)	15,975
3	Wagon Train (Ford, Naticnal Biscuit Co., NBC)	15,353
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	13,706
5	Danny Thomas Show (General Foods, CBS)	13,662
6	77 Sunset Strip (Several sponsors, ABC)	13,039
7	Holiday U.S.A. (Texaco Inc., CBS)	13,039
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	12,638
9	Playhouse 90 (Several sponsors, CBS)	12,193
10	Peter Gunn (Bristol-Myers, NBC)	12,015

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.7
2	Summer on Ice (U.S. Brewers Foundation, NBC)	37.2
3	Wagon Train (Ford, National Biscuit Co., NBC)	35.1
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	31.4
5	Danny Thomas Show (General Foods, CBS)	31.3
6	77 Sunset Strip (Several sponsors, ABC)	31.3
7	Holiday U.S.A (Texaco Inc., CBS)	29.9
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	29.5
9	Playhouse 90 (Several sponsors, CBS)	28.1
10	Cheyenne (Several sponsors, ABC)	27.6

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,397
2	Summer on Ice (U.S. Brewers Foundation, NBC)	13,573
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,638
4	Danny Thomas Show (General Foods, CBS)	12,638
5	Wagon Train (Ford, National Biscuit Co., NBC)	11,926
6	The Rifleman (Miles Labs., Procter & Gamble, ABC)	11,793
7	Peter Gunn (Bristol-Myers, NBC)	10,992
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	10,947
9	Father Knows Best (Lever, Scott, CBS)	10,680
10	77 Sunset Strip (Several sponsors, ABC)	10,502

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.3
2	Summer on Ice (U.S. Brewers Foundation, NBC)	31.6
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.0
4	Danny Thomas Show (General Foods, CBS)	29.0
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	27.5
6	Wagon Train (Ford, National Biscuit Co., NBC)	27.3
7	Wyatt Earp (General Mills, Procter & Gamble, ABC)	25.4
8	Peter Gunn (Bristol-Myers, NBC)	25.2
9	77 Sunset Strip (Several sponsors, ABC)	25.2
10	Father Knows Best (Lever, Scott, ABC)	24.7

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

Earl Rooney, 62, Weyerhaeuser Sales Ad Manager, Dies

ST. PAUL, July 7—Earl M. Rooney, 62, veteran advertising executive and advertising manager of Weyerhaeuser Sales Co. since 1936, died June 29 as the result of a heart condition. He had been ill for several years.

Mr. Rooney attended St. Thomas College here and played semi-pro baseball and professional football before entering the business world. He was a partner in Rooney-Soderlund agency, and was a sales manager of a Minneapolis printing company before joining Weyerhaeuser in 1936.

He helped found the Minnesota Industrial Marketers chapter of Assn. of Industrial Advertisers (NIAA), and was a member of the Advertising Club of St. Paul.

MARVELL A. OLSEN

NEW YORK, July 7—Marvell A. Olsen, 54, who resigned as vp of Breskin Publications in 1958 because of ill health, died of cancer here yesterday.

Mr. Olsen, who joined the business magazine publisher in 1935 as a member of its sales staff, previously had headed his own advertising agency here. Before that he was assistant advertising manager of National Lead Co. He was a Breskin salesman at the time of his death.

Connecticut's Leading Household Market!

Among all Connecticut cities of 25,000-or-over population, New London ranks first and second in retail sales per household (SM '59 Survey):

Total Retail Sales . . 1st
Food 1st
Apparel 1st
Furn-HH Appl. 1st
Lumb-Bldg-Hdwre . 1st
Eat & Drink 2nd
Gen Mdse 2nd
Automobiles 2nd

And only THE DAY sells New London's 66,547 ABC City Zone.

The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

Doyne Hume

OUTSTANDING—*George Doyne, Doyne Advertising, Nashville, presents David Hume, president of Hume, Smith, Mickelberry Advertising, Miami, with National Advertising Agency Network's trophy for the most outstanding creative work in the network.*

Lane & Co. Elected 29th NAAN Member

(*Picture on Page* 50)

PEBBLE BEACH, CAL., July 7—Richard Lane & Co., a Kansas City agency, was elected to membership in the National Advertising Agency Network at NAAN's 28th annual conference here last week.

The election brought to 29 the number of agencies in the network's chain. Prospective members 30 and 31, meanwhile, were also in attendance at the meeting. They were Milici Advertising, Honolulu, and Publicidad Badillo, San Juan, P. R.

Four other new members elected in the past year are Advertising Associates, Phoenix; Houck & Co., Roanoke, Va.; Daniel F. Sullivan Co., Boston, and Sykes Advertising, Pittsburgh.

■ "Ten remaining major market centers will be studied during 1959 and 1960 for additional members," according to Oakleigh R. French, managing director of NAAN.

Mr. French said NAAN's present 29 members, representing 32 major markets in the U. S. and Canada, billed $55,980,000 in 1958, an increase of 10% over their 1957 billings. #

DONALD W. DAVIS

LEWISTON, PA., July 7—Donald W. Davis, 62, who served as display advertising manager of the Springfield, Mass., newspapers for ten years and, more recently, had been head of the advertising department in the school of journalism at Pennsylvania State College, died here June 29.

Mr. Davis had been associated with the Springfield newspapers' advertising department from 1919 to 1936—the last decade as ad manager—leaving in the latter year to join the faculty at Penn State. He was named head of the journalism school's advertising department four years ago.

A past president of the Advertising Club of Springfield, a past district governor of New England district, Advertising Federation of America, Mr. Davis also had served as an instructor in advertising at the Springfield division of Northeastern University, now known as Western New England College.

GEORGE C. WHEELER

SCARSDALE, N. Y., July 7—George C. Wheeler, 57, vp and eastern manager of *Office Appliances*, died June 29 following a sudden heart attack at his home.

Widely known in the office equipment and supply industry, Mr. Wheeler had been a member of the staff of *Office Appliances* for 42 years. Born in Chicago, he began his business career in 1917 as a part-time employe of *Office Appliances* while finishing his schooling.

For several years he served also as "layout" man in the advertising copy department and added to his experience through field work in the advertising sales department.

In 1929 Mr. Wheeler was appointed assistant eastern manager. Eleven years later he succeeded Charles H. Everly as eastern manager.

MORTON SADLER JR.

CHARLOTTESVILLE, VA., July 7—Morton Payne Sadler Jr., 46, an advertising executive of the *Charlotte Observer* and the *Charlotte News*, Charlotte, N. C., died June 30 at a Virginia Beach hospital.

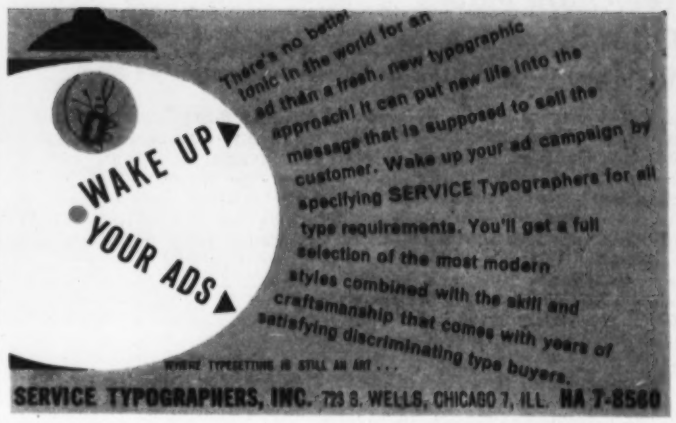
NEWELL L. TELANDER

MILWAUKEE, July 6—Newell L. Telander, 67, a vp of Cramer-Krasselt Co., died July 2 at Columbia Hospital from a heart attack.

Mr. Telander, who was nationally known as a yachtsman, was born in Texas City, Tex., and came here about 43 years ago. He was associated with the Scott-Telander Advertising Agency before joining Cramer-Krasselt, where he became a vp and account executive in 1948.

KEITH S. BYERLY

AVON PARK, FLA., July 7—Keith S. Byerly, 43, southeastern regional manager in Atlanta of the Katz Agency, national station and newspaper representative, died here of a heart attack June 30. Mr. Byerly had been in the hospital since suffering his first attack a week ago, en route to Miami for a vacation.


There's no better tonic in the world for an ad than a fresh, new typographic approach! It can put new life into the message that is supposed to sell the customer. Wake up your ad campaign by specifying SERVICE Typographers for all type requirements. You'll get a full selection of the most modern styles combined with the skill and craftsmanship that comes with years of satisfying discriminating type buyers.
WAKE UP YOUR ADS
WHERE TYPESETTING IS STILL AN ART . . .
SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8580

IN INLAND CALIFORNIA
BEELINE®
RADIO
delivers more for the money
Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?
As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)
*Sales Management's 1959 Survey of Buying Power
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD
Static firing test of a rocket engine at Aerojet-General plant in Sacramento.
McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Telechron Mats Offer Store 'Image' Variety to Retailers

NEW YORK, July 8—A multi-media advertising drive for the fall line of General Electric's Telechron clocks will include newspaper advertising mats for retailers who want to build or maintain individual store images.

The mats are designed to create various types of store personalities—a bargain center, a store noted for quality merchandise and good service, or a leader in new product lines.

Retailers will also be offered outdoor postings.

The print campaign will include color ads in *Better Homes & Gardens, Holiday, House Beautiful, House & Garden, Life, Living for Young Homemakers, The Saturday Evening Post, Sports Illustrated, Sunset Magazine* and *True*.

Supplements on the schedule include *Family Weekly*, First Three Markets, *Parade, Suburbia Today* and *This Week Magazine*.

N. W. Ayer & Son, New York, is the Telechron agency. #

Donnelly Buys Outdoor Unit

Donnelly Advertising Corp. of Pennsylvania, Scranton, has acquired the metropolitan Wilkes-Barre outdoor advertising operations of Wyoming Valley Advertising Corp. Purchase price was not disclosed. Donnelly said the Wilkes-Barre operation will be combined with the company's present coverage in Scranton and will be known as the Black Diamond Valley market. Joseph Howell, vp, and Richard J. Cronin, formerly with Wyoming Valley Co., will be in charge.

Atlantic Combines Units

Atlantic Refining Co., Philadelphia, has combined its advertising and sales promotion departments and appointed J. H. Picou, director of marketing research, in charge. He will continue in his research post. Richard Borden, ad manager, will manage the advertising division, and E. R. Cox Jr., sales promotion manager, will head the sales promotion division.

Reader Joins Air France

Air France has appointed Norman Reader public relations manager, succeeding Victor T. Raeburn, who has resigned. Mr. Reader served as public information director of the French Government Tourist Office from 1946 to 1958, when he resigned to help form a new pr company, Pozzy-Reader.

Champy Resigns from Agency

Alfred Champy has resigned as art director and principal of Von der horst & Champy, Wayne, N.J., and the agency name has been changed to Von der horst & Associates. Mr. Champy will announce his plans at a later date.

JEFF'S COLLIE

RENEWALS POURING IN FOR 2 selling ND YEAR!

Already renewed for next season in market after market, JEFF'S COLLIE proves itself the "sponsor's best friend!"

Washington
Baltimore
Minneapolis
Cincinnati
Honolulu
Lincoln
South Bend
... and many more!

Inquire about availabilities in your market!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

The Marketing Team at Norton Talks to Chilton

"...trade paper advertising makes up

The outgrowth of a tiny pottery shop, Norton Company was incorporated in 1885. Today the company is the world's largest producer of abrasives and grinding wheels. The organization extends to every major city throughout the country and many foreign lands. Company headquarters and manufacturing facilities, in Worcester, Mass., occupy 120 buildings covering some 152 acres. Here we talked with several members of the Norton marketing team, each having important responsibilities in the promotion and sale of products produced by the company's Abrasive Division. These are Donald L. Price, Vice President, responsible for all advertising and public relations, Abrasive Division market research and sales coordination; C. Leonard Shaw, Publicity Manager; Robert L. Cushman, Sales Manager, Grinding Wheels; and George A. Park, Sales Manager, Abrasives. We asked these experienced advertising and sales executives to tell us something about the use and value of the trade press, each from his particular point of view. Highlights of the replies make interesting and profitable reading . . .

Robert L. Cushman • C. Leonard Shaw • George A. Park • Donald L. Price

Mr. Price says, "In the industrial market, the job of selling involves not only personal sales activities, but trade paper advertising as well. We depend heavily upon our carefully coordinated advertising to accomplish a number of objectives: to break ground for our salesmen; to transmit news and information about the products we make to our many prospects and customers; to establish corporate identity in new fields and among those new to the fields we serve; to help our organization maintain its position within our industry. The rather obvious value of the trade press is that it covers our markets so effectively that its readers—the people we must reach—depend on it as a clearing house for news and information of importance to them."

Bates Names Bressler, Boosts 3

Harry B. Bressler, formerly a vp and copy director of Doherty, Clifford, Steers & Shenfield, has joined Ted Bates & Co., New York, as a vp and creative supervisor. Bates also has promoted John E. Kucera, director of network relations and assistant vp, to vp and John N. Calley, director of new program development, and William E. Watts, director of commercial film production, to assistant vps.

Bernz Sets Contest in Magazine Ads for Its Propane Torch

ROCHESTER, N. Y., July 8—An ad and promotion drive boosting what is billed as the most extensive consumer contest in hardware history will be launched this fall by Otto Bernz Co., maker of propane gas appliances.

Announcement of the contest, in which consumers will be asked to give 25 uses for the company's Bernz-O-Matic propane torch, will break via a spread in the September issue of *Popular Mechanics*. Also scheduled are pages and half-page spreads in *Better Homes & Gardens, Living for Young Homemakers, Parade, Popular Science, The Saturday Evening Post, This Week Magazine* and the *New York Times Magazine*.

Marschalk & Pratt division of McCann-Erickson is the agency. #

Richard La Fond Adds Six

Richard La Fond Advertising, New York, has been named to handle advertising for six new accounts. They are Rahr Malting Co., Manitowoc, Wis.; Times Facsimile Corp., maker of facsimile and communication equipment; Hans Hinrichs, distributor of malt and hops; American District Telegraph Co., maker of automatic electric protection equipment; Automatic Fire Alarm Co., maker of fire alarm equipment, and Reeve Electrical Co., manufacturer of bell alarms. The latter five are all in New York.

Four Join Waldie & Briggs

Bernard Nosbaum, Thomas Salas and William Vallier have joined the art department of Waldie & Briggs, Chicago, and Warren Luedke has joined the copy department. Mr. Nosbaum was formerly with Swan Studios and Mr. Salas was previously with Newman Studios. Mr. Vallier was formerly with Bundy-Freiday Studio, and Mr. Luedke has been with Richard Morton Co.

Hill & Lincoln Opens Offices

Hill & Lincoln Advertising has opened offices at 623 Brickell Ave., Miami. Spencer Hill, president of the new agency, formerly held executive creative posts with Maxon Inc., J. Walter Thompson Co. and other agencies. Joseph S. Lincoln, vp, was a media director of Young & Rubicam for 12 years.

to 60,000 sales calls simultaneously"

Mr. Shaw says, "Not only does the trade paper advertising enable us to reach many important people not otherwise contacted, but it makes it possible for us to make up to 60,000 sales calls simultaneously and at low cost. Further, our trade paper advertising program is of great value for the assist it gives our own sales force and the backing we can give to the sales efforts of our many distributors. We subscribe to the theory that to be good, advertising must offer reader benefit. As a result, our advertisements tell what Norton makes, and what our products do for the user."

Mr. Cushman says, "We derive major benefits from our trade magazine advertising every time we introduce a new or improved product. Our trade advertising, timed with the announcement, enables us to completely cover our markets in a short space of time. This is becoming increasingly important as competition grows. No matter how new the product or how great the improvement, you've got to hit the market fast and hard—competition is never far behind. Advertising in the trade press is also important to us because of the close support it provides for our salesmen, plus those in the sales organizations of our many distributors."

Mr. Park says, "Trade paper advertising fills a very important area in industrial selling activities. It serves to keep our customers and prospects, and our many distributors, informed about the products we make and about the company that makes them. And I'd say that trade paper advertising is becoming increasingly important and valuable for another reason overlooked by many. As industry spreads out, as new plants are built in industrial centers located far out in the suburbs of our cities, coverage by salesmen becomes increasingly expensive and time consuming. This condition can be offset, at least in part, with the help of a sound advertising campaign."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

$14.95 buys Airequipt
ULTRAMATIC SHOW-HOW FOR YOUR SALESMEN

AIREQUIPT ULTRAMATIC
dramatizes your sales approach, your service features with color slides. Slides change automatically with the flick of a finger! Slides are protected in sequence in compact magazines, ready for instant use. Available at camera stores everywhere.

Ultramatic Viewer	$14.95
Additional Magazines	75¢ each
Carry Case for Viewer and up to 8 magazines	$5.95

Airequipt Mfg. Co., Inc.,
20 Jones Street, New Rochelle, N. Y.

Please send descriptive literature on the Airequipt ULTRAMATIC SLIDE VIEWER.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

AQ71

wake up!

THE FORT WORTH STAR-TELEGRAM GIVES YOU THE LARGEST COMBINED DAILY CIRCULATION IN THE RICH TEXAS MARKET!

250,323

DAILY

(Morning and Evening combined)

220,105

SUNDAY*

One ad in the Star-Telegram gets your message to 100 wealthy West Texas Counties with 24.7% of total state income and 24.9% of total state sales!

*ABC Audit Report, March 31, 1959

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests

"Just a good newspaper"

Nielsen Ends TV Measurement Battle in England, Merges with Rival TAM

(*Continued from Page 3*)

class will elect two directors. Nielsen will hold the "A" shares (and elect two directors); the Attwood Group will hold the "B" shares (and also elect two directors).

There will be only one "C" class share, which will also elect one director. This will be held by the Attwood Group.

Thus in each of the new companies, Nielsen will elect two directors and the Attwood Group will elect three.

Bedford Attwood will be chairman of both the new companies.

■ Immediate plans for the European company are to set up a subsidiary to deal with television audience research in Germany. It will set up other subsidiaries as necessary.

The two new companies will enjoy the advantages of all present and future Nielsen patents in addition to pursuing their own research program.

Mr. Attwood told newsmen: "In the opinion of the directors this joint ownership of a single service clarifies a difficult situation and establishes a suitable base on which to build with the industry for the future."

"Jimmy" James, who only recently returned from the U.S. to take charge of the British Nielsen operation, said there would be many advantages from the unification of the two services.

■ These include the savings of duplicate staff costs and the saving of costs to subscribers who have found it necessary to take both services.

Both companies used electronic recording meters to gather program ratings and Nielsen pointed out that "the figures reported were substantially identical."

Both companies stressed that only their tv audience research activities were affected by the merger. Their other activities, such as the Nielsen Retail Index and the Attwood Consumer Panel, will continue independently.

The merger, newsmen were told, will also allow the integration of recent developments by the two concerns instead of spending time and money on "unproductive rivalry."

■ As long ago as January, 1957, there were signs that sheer weight of costs might force Nielsen to end its television index activities in Britain if it could not win the all-industry contract awarded by an industry-wide steering committee (AA, Jan. 14, '57).

When the British government first considered the idea of an alternative to the British Broadcasting Corp.'s tv audience service, advertising interests got together to discuss the future of audience research.

Fearing a multiplicity of services leading to confusion, they set up a steering committee, representing advertisers, agencies and program contractors, to choose a common measuring rod and contract for it on an industry-wide basis.

The first contract went to TAM, headed by Mr. Attwood, who, with the J. Walter Thompson Co., pioneered in commercial radio audience research in Britain before 1939.

Following this victory by TAM, Arthur C. Nielsen charged in a letter to ADVERTISING AGE that the British had shown favoritism to the British research company.

The American company announced at that time that whatever happened it intended to maintain its service and supply it to such subscribers as it could get."

■ Observers here felt Nielsen may have been influenced in this decision by the fact that the initial contract was for only 15 months and that it had hopes of winning the second round.

But to the chagrin of Nielsen, TAM won the second round and walked off with a five-year contract to supply audience research data to the industry-wide group (AA, Feb. 1, '57).

Graham Dowson, then director of Nielsen's television service in Britain, described himself as "completely bewildered" by the decision. He claimed TAM overbid Nielsen by 57% for the contract and charged this would add extra charges exceeding $500,000 to the bill.

The next move was a statement from Mr. Dowson containing a 117-word protest against the steering committee's decision. British trade publications considered the statement so strongly worded that they took legal advice before publishing edited versions.

The statement urged: "Until all the facts in this unusual situation have been impartially examined, we believe that the interests of all sides of the industry will be served best if the proposed contract is not ratified."

■ Then Nielsen distributed a booklet to advertisers and agencies saying it would continue its television services in Britain even though it faced "very heavy losses" in the following five years.

The booklet asked whether it was in the company's interest, or the interests of British industry, that it should liquidate the Nielsen Television Index service in Britain.

"The obvious answer—'no'—must necessarily be tempered by the knowledge, based on bitter and costly experience, that in the face of competition from a so-called 'industry service,' the volume of business obtainable by the Nielsen Television Index is unlikely to prove sufficient to avoid very heavy losses—which will probably mount to a large aggregate sum before expiration of the five-year term of the proposed committee contract," it added.

This week it appeared that the large aggregate that Nielsen foresaw at that time had come about.

Rasmussen McCrea Harper Hopkins

McCANN'S WESTERN LINEUP—*A cheerful McCann-Erickson quartet—including Marion Harper Jr., president and chairman, and Phipps L. Rasmussen, vp of the western division—show up at Los Angeles luncheon honoring the agency's two new West Coast office managers, Frederick H. McCrea in San Francisco and David J. Hopkins in Los Angeles.*

BofA Campaign POP Material Deadline Extended to July 15

Purchase order deadline for point of purchase materials for the "Better Meals Build Better Families" food-selling campaign has been extended to July 15 from June 30. The campaign, sponsored by the Bureau of Advertising, American Newspaper Publishers Assn., in conjunction with the Newspaper Advertising Executives Assn. and the American Assn. of Newspaper Representatives, is slated for Sept. 14-26. It is the second in the series of eight promotions in BofA's Total Selling program (AA, Jan. 29, June 1).

Merrick Lithograph Co., 2165 Lakeside Ave., Cleveland, has designed and produced three basic groups of materials for the drive. They include a 121-piece supermarket kit, a 53-piece food store kit and a 26-piece starter kit.

Squier Joins Budd Co.

Joe H. Squier has been named manager of the advertising and public relations department of Budd Co., Philadelphia. He formerly was with Sutherland-Abbott, Boston, for 23 years.

'Ceramic Age' Opens in N. Y.

Ceramic Age, Cleveland, has opened a new office at 369 Lexington Ave., New York. Bernard B. Levinson has been named eastern advertising manager of the publication, with headquarters in the new office.

what are you looking for in lithography?

FOLLOW THROUGH SERVICE
• EXPERT COUNSEL

you can be sure of these at

CADILLAC

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KBOX the HOTTEST thing in the DALLAS MARKET— from 9th Place to **2nd Place** in ONLY 9 months

1st station in Dallas (KLIF)
2nd KBOX May-June 1959*
3rd KBOX May
4th KBOX April

5th KBOX February
6th KBOX January
7th KBOX December
8th KBOX October
9th KBOX August 1958

*May-June Hooper, 1959

KBOX

BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people who BUY

THE BALABAN STATIONS
in tempo with the times

WIL St. Louis · KBOX Dallas · WRIT Milwaukee

JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.

Sold Nationally by
Robert E. Eastman & Co., Inc.

Department Store Sales . . .

Sales Rise 7% in July 4 Week

WASHINGTON, July 9—Department store sales during the week ended July 4 were 7% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks to that date and for the year to date were 9% ahead of 1958.

■ Of the 12 FRB districts, three reported sales losses: New York, 1%; Minneapolis, 2%, and Kansas City, 2%. The rest reported gains as follows: Boston, 3%; Philadelphia, 15%; Cleveland, 11%; Richmond, 17%; Atlanta, 10%; Chicago, 3%; St. Louis, 14%; Dallas, 3%, and San Francisco, 10%.

A breakdown of sales for these districts during the week will be available early next week. Sales for the previous two weeks were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending June 20	June 27
UNITED STATES	+22	+ 7
Boston District	+17	0
Metropolitan Areas		
Boston	+19	+ 3
Downtown Boston	+ 9	0
Suburban Boston	+36	+ 8
Cambridge	0	— 6
Quincy	+26	— 2
Lowell	+13	—10
City		
Springfield	+15	—14
New York District	+14	+ 1
Metropolitan Areas		
Buffalo	+13	+ 4
New York-N.E.		
New Jersey	r+14	0
Newark	r+15	—13
New York	+ 9	0
Rochester	r+17	— 2
Syracuse	+18	— 2
Philadelphia District	+10	+ 7
Metropolitan Areas		
Wilmington	r— 1	+18
Trenton	+ 4	— 3
Lancaster	r+30	+ 3
Philadelphia	+ 8	+ 9
Reading	+22	+ 2
Scranton	+14	— 9
Wilkes-Barre—Hazelton	+22	+ 4
Cleveland District	+21	+ 7
Metropolitan Areas		
Lexington	+28	+ 4
Akron	+19	+ 4
Canton	+27	+ 2
Cincinnati	+23	+ 2
Cleveland	+24	+ 9
Downtown Cleveland	+15	+ 1
Columbus	+22	+ 3
Springfield	+26	+12
Youngstown	+32	+13
Erie	+36	+12
Pittsburgh	+19	+ 4
Downtown Pittsburgh	+17	+ 3
Wheeling-Steubenville	+12	—12
Richmond District	r+17	+ 5
Metropolitan Areas		
Washington	r+22	+ 8
Downtown Washington	r+14	+ 1
Baltimore	+14	— 1
Downtown Baltimore	— 3	—14
Richmond	r+11	+12
Atlanta District	+16	r+ 5
Metropolitan Areas		
Birmingham	+21	— 6
Mobile	+23	+ 6
Jacksonville	+ 5	+ 3
Miami	+ 3	*
Downtown Miami	— 3	*
Atlanta	r+19	+ 2
Augusta	+13	+14
Columbus	+ 9	*
New Orleans	+26	+ 4
Knoxville	r+ 5	*
Chicago District	+27	+10
Metropolitan Areas		
Chicago	+23	+ 6
Indianapolis	+36	+ 4
Detroit	+33	+17
Grand Rapids	+34	+ 6
Milwaukee	+23	+11
St. Louis District	r+18	+ 8
Metropolitan Areas		
Little Rock	+28	— 5
Louisville	+24	+ 3
St. Louis	+ 9	+ 8
Memphis	+41	+22
Minneapolis District	+25	+ 5
Mpls.—St. Paul	*	*
Mpls. and Suburbs	*	*
St. Paul	r+26	+ 6
Cities		
Duluth-Superior	+17	0
Kansas City District	+27	+ 9
Metropolitan Areas		
Denver	+34	+ 9
Topeka	+14	+17
Wichita	+15	+ 4
Kansas City	+24	+10
Downtown Kansas City	+15	— 6
St. Joseph	+ 9	+18
Lincoln	r+30	— 1
Albuquerque	+24	+12
Oklahoma City	+31	+ 6
Tulsa	+26	+ 6
City		
Joplin	r+15	+21
Dallas District	+27	+ 3
Metropolitan Areas		
Dallas	+38	+ 7
El Paso	+18	+ 2
Fort Worth	+30	— 1
Houston	+32	+11
San Antonio	+17	— 6
San Francisco District	+29	r+11
Metropolitan Areas		
Los Angeles-Long Beach	+31	+14
Downtown Los Angeles	+15	+ 4
Westside Los Angeles	+20	+ 7
Sacramento	+45	+27
San Diego	+26	+18
San Francisco-Oakland	+24	+ 9
San Francisco City	+22	+ 7
Oakland	+12	+ 5
San Jose	+38	+18
Portland	+24	+ 3
Salt Lake City	+43	+ 8
Seattle	+26	+ 1
Spokane	+20	+ 9
Tacoma	+19	+12

r—revised. *Data not available.

Meyer & Behar Adds One

Criss Cross Vending Corp., Amityville, N.Y., has appointed Meyer & Behar Advertising, New York, to handle advertising for its line of vending machines.

Delivers your full page ad into 100,000 Lutheran Homes for less than 2/5 of one cent per family

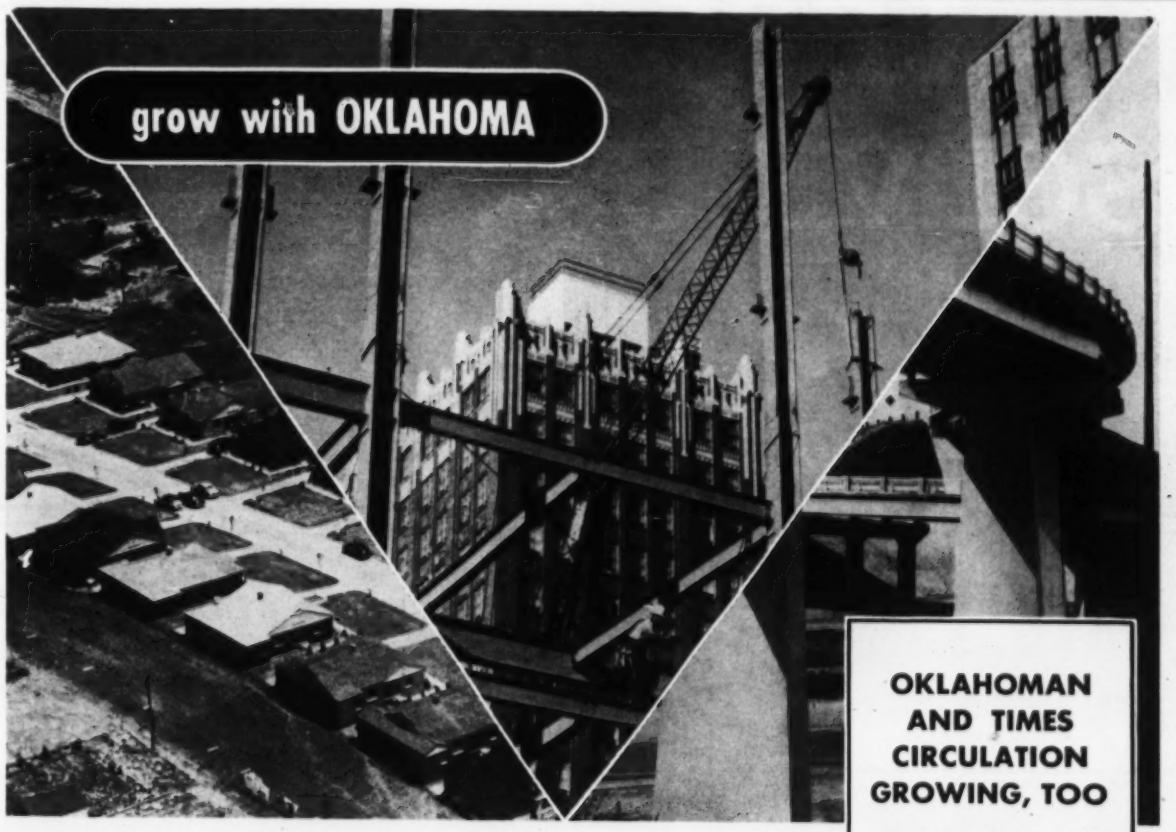
This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.



$195,000,000 Construction Record set in growing Oklahoma City

Oklahoma City reached its highest economic plane in 1958 with a record $195,015,976 being expended or committed for industrial expansion and community improvement. Forty-six new manufacturing industries were established and at least 75 firms expanded. This 1958 growth trend is continuing in 1959.

A total of $119,344,151 was spent or committed for significant developments such as large commercial facilities, educational institutions, churches, recreational centers and the like.

It was a big year for home building, too—with more than 4,000 dwelling units added, an increase of 85% over the preceding year.

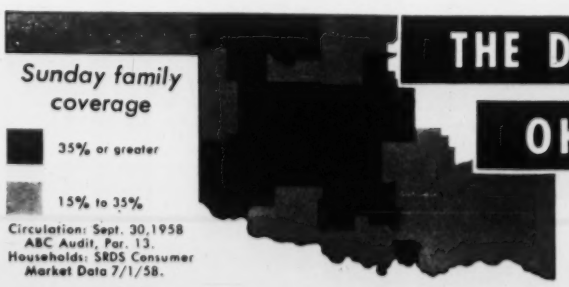
Are your sales sharing in this rapid growth? Plan for sales growth in Oklahoma with a strong advertising schedule in this market's "Total Selling" media —The Daily Oklahoman and Oklahoma City Times.

OKLAHOMAN AND TIMES CIRCULATION GROWING, TOO

Combined daily circulation is up 14,580 and Sunday circulation is up 4,028 over the same period a year ago. Here are the figures:

	1958	1959
Combined Daily Circulation	255,483	270,063
Sunday Circulation	238,755	242,783

Publishers Statement March 31, 1958 and 1959


Sunday family coverage
35% or greater
15% to 35%
Circulation: Sept. 30,1958 ABC Audit, Par. 13.
Households: SRDS Consumer Market Data 7/1/58.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company
Represented by The Katz Agency

WESTERN UNION Telegrams-For-Promotion Service delivered my selling message dramatically—to each prospect."

If you've a big story to tell, tell it *big* with Telegrams-For-Promotion Service. Western Union delivers your message to dealers, buyers, everyone on your list *simultaneously*. Your telegram is read . . . and *remembered*. Simply supply Western Union with one copy of your message and your name list. Leave the work — and the impact — to us.

WIRE US COLLECT for the full details. Address: Western Union, Special Services Division, Dept. A-1, New York, N. Y.

Feature Section

Advertising Age

Weiss: Private Labels

Production: Plastic Plates

Teen-Age Attention a Cinch

Tips from the Peeled Eye

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'A Heart-to-Heart Talk with Junior' . . .

Irked by Public Image of Advertising? Watch that Expense Account, Jones Admonishes Agency Men

The false popular notion that most admen are cunning charlatans who live lives of uninhibited luxury cannot be changed significantly by "a national advertising campaign or by a belt-line public relations job," agency head Ernest Jones believes. In a speech at the annual meeting of the American Assn. of Advertising Agencies at White Sulphur Springs, Mr. Jones stressed that respect of the public (and clients) can be won only by each adman, acting individually. And one good place to start, he suggested, is the area of expense accounts. Admonishing agency senior executives that "holding entertainment at the level of business productivity and good taste is your job," he said they must set a good example and see that Junior follows.

By Ernest A. Jones
President, MacManus, John & Adams, Detroit

We live in an Age of Anxiety . . . personal, national, international and spatial. This painful uneasiness of mind—and I do not say it is entirely unjustified—probably is common to every man above the cretin level. We see it expressed in many ways ranging from the sales of tranquilizers—at one extreme—to resurgence in church membership at the other.

This fear of the future often translates into dissatisfaction and unrest. It can affect all human relationships. It is the relationship between agency and client, and agency and public I should like to examine with you today.

Egg on Our Public Face?

The subject of advertiser relations—focal point of this panel—by its basic nature well may be the most important study being conducted by our association. For if our relations with our clients deteriorate—*and I do not say they have or will*—then other problems become purely academic.

I can think of few other commercial associations in which the need for confidence and respect is greater.

If indeed there is a growing disenchantment toward advertising and its people—if, indeed, there is egg on our public face—then I think we should determine where the fault lies and if we, ourselves, are contributing to the situation by word or deed. For certainly there can be no cure without diagnosis.

■ We know that the advertiser-agency relationship has never been more fluid . . . that the hair-trigger is standard equipment . . . that a bomb ticks away in some of the most elegant attache cases.

The year 1958 saw more agency-client divorces than during any year for which such records are available. More than $185,000,000 worth of accounts changed hands during the year. The year before a similar estimate placed the account switching at $130,000,000. The account traffic so far in 1959 indicates anything but a leveling off.

Who or what is responsible for this wavering allegiance?

■ Is it merely a sign of the anxiety-ridden times? Perhaps in part. But while figures cannot, of course, be obtained, it is extremely unlikely that the decision-makers of business are changing other professional arrangements with anything near the frequency of agency replacement.

Now the surface reasons for the majority of these changes may be and undoubtedly are logical. Lack of service to meet growing market complexities; product conflict in these days of mergers on both sides of the fence; a withering of the creative function; changes in client-management structure or simply the natural erosion of the years.

■ But I think we should all ask ourselves if underlying these reasons there may not be a growing sub-strata of incompatibility between advertising agency and client . . . dry tinder awaiting the circumstantial spark. And if there is, what is causing it? And how do we get rid of it?

Lack of communication is disastrous to all relationships because without it there can be no understanding. Certainly it is not as easy to communicate as it once was. The Old School Tie, the mutual social interests, which often made for an intramural affinity between agency principals and client no longer have significance in most instances. Today the advertising relationship has moved from the locker-room to the board room. And rightly so.

Advertising today is graded on relative results and not resultant relatives. That is as it should be if ever we are to attain professional status. It is not our intention to change that even if we were able.

But if we are penalizing ourselves, if we are prejudicing the acceptance of our product by our collective actions, then I think correction should be the first order of the day.

Witch Doctor or Charlatan

In the considered opinion of your committee there are three areas which may be breeding grounds for client distrust and a distorted public picture of the advertising practitioner. There are:

• The notion that agency profits are huge and that agency executives lead lives of uninhibited luxury.

• The public image of the advertising man as a witch-doctor or cunning charlatan.

• Our failure to adequately control the expense account dream world of our subordinates.

Let's take these communication problems one by one . . . and admittedly, their very existence, while probable, is in the field of undocumented opinion.

Certainly there are some strange and wonderful notions prevalent about agency profits . . . notions which I wish were true.

Agency Profits Are Lower than Those of Industry

These things we do know about agency profits:

• *Agency profits in 1957 averaged 4.1% of gross income.*

• *All manufacturing companies averaged 4.8%.*

• *The top 500 industries averaged 5.6%, but . . .*

• *Agency profits after taxes in 1957 averaged just over 6/10ths of 1% of billing!*

■ So you can see that on a money-in-your-pocket basis, and that's the only basis on which the Jones' butcher, baker and mortgage company will consent to do business, agency top-management would be better off catching runaway horses on lower Fifth Ave.

Each year about this time our friends in the Internal Revenue Bureau release to the newspapers a lengthy list of the top income people in the U.S. And each year you probably scan it wistfully in hopes that by some magic you have made the team.

If Admen Make So Much, Why Aren't They on 'List'?

I have yet to find the name of anyone on that golden list who has the remotest connection with the creation of advertising, the placement of advertising or the management of an advertising agency. Where, oh where, are the Strouses, the Harpers, the Browers, the Burnetts? Where, oh, where is Jones?

It is my privilege to know a great many of the top management men in American advertising. None—so far as I know—inherited wealth or position. All are hard-working, up-from-the-ranks men who can't afford to stop running. It is probable that their innermost ambition, like [that of] most other management men, is not the economically impossible dream of great wealth, but to serve as best they are able, educate their children, and—departing—leave enough estate to hold their families together.

To paraphrase an old Wall St. saying: *"Where are the agency yachts?"*

■ *It is my opinion that the average big agency executive, on the basis of the inherent jeopardy of the business, 24-hour involvement, physical and nervous expenditure and financial return would be healthier, happier, and wealthier as a branch plant manager for any one of a dozen major industrial corporations.*

Below the top executive level—at the second and third stages of agency management—the squeeze is even tighter. There probably is more personal financial worry on the 6:02 to Westport than there is on the subway to Brooklyn. And many an instalment payment book reposes in the Chippendale desks.

Here, truly, is the life of quiet desperation that Thoreau wrote about, heightened by the fact that the average executive must realize that at year's end his financial reserve likely is less than that of the family milk man.

Correlate Ad Salaries with Other Occupations

I am not about to take up a collection for the advertising executive. Nor am I saying they are destitute—that their wives pound out the laundry on the rocks down by the shore.

But I do think that the relation of advertising salaries to the monetary returns from other occupations should be correlated by the association. The results very well might be surprising and enlightening to those who may believe that agencies are full of apprentice Aga Khans who twice each month are paid their weight in diamonds.

Certainly substantial fortunes were made in advertising but rarely, if at all, since the '20s when a booming economy coincided with an embryonic tax structure. And even under those conditions none that I know of would have been

classified by *Fortune* as "The Rich Rich."

■ Today most of us in advertising are managers or employes, not entrepreneurs. And as such we are protected from the worries and responsibilities of accumulating wealth by the paternal provisions of the Internal Revenue Act.

Sometimes it is hard to realize that there are only approximately 25,000 advertising agency employes in the United States. In fact, a great many of our client-companies each have more employes than have all American agencies combined. We are far outnumbered by a great many other professions and businesses. How then do we claim so much of the spotlight, welcome or unwelcome?

Well, I think basically this is due to the essential nature of our business which is creative showmanship. This creative showmanship is completely justified when applied to the movement of products. It is harder to justify when advertising people apply it to themselves. And certainly it could be a prime cause of a distorted public picture.

■ No other business that I know of, save acting, is so minutely chronicled in the metropolitan press. In what other business are the job peregrinations of minor employes deemed worthy of mention in the *New York Times* or *Herald Tribune*? What other business so intrigues the article writer, the novelist, the playwright?

Some of this literary output, interestingly enough, is the after-hours product of advertising people themselves. I have been in the business 20 years and I do not know the delightful rogues, the masters of mendacity, the boudoir athletes portrayed. I know the type is pure caricature. You know it is. But the public doesn't. And our public picture suffers.

■ The emergence of the advertising man as a public character appears to have begun back in the '30s and the days of Big Radio when our business began its uneasy alliance with the theatrical world. The coming of Zworykin's magic lantern multiplied our professional contacts and working arrangements with the flamboyant world of the theater—a world which the public always has eyed with fascinated suspicion.

I think all of us should strive for a more precise public definition of the advertising man.

Are Talent Peddlers Admen?

Is a talent peddler an advertising man when he books performers for television? Is a commercial announcer an advertising man? Are models advertising people? Is the press agent an advertising man?

If this public concept exists (and it very well may), then I submit that, in all logic, ambulance drivers are doctors, church organists are ministers and college janitors are members of the teaching profession.

Perhaps advertising is being found guilty by association. And on that basis you could convict the Twelve Apostles. After all, Judas was one of them.

■ Our public spending undoubtedly contributes to public opinion and the management of expense accounts, particularly in the entertainment category, now is under study by your association. I would like to point out that the advertising business did not invent either expense accounts or the entertainment of customers or prospective customers. Now did we invent the 52% corporative profits tax which has made expense account spending less painful to all business. Nor am I convinced that we are the greatest users of the expense account by a long shot, although we may be among the most conspicuous.

It may be that some of our conduct in this area has helped to create an unfortunate attitude toward the agency business.

Junior Entertains Junior— It's Damaging Impression

Of course I'm not talking about the ordinary travel and entertainment expenses common to most businesses and generally accepted as normal business necessity.

What we are concerned about are some apparent excesses in the way of entertainment which seem almost peculiar to the agency business. One flagrant type of practice, for instance, is the matter of a junior agency executive entertaining a junior client executive in a style to which both would love to become accustomed. We are not as much concerned about the waste of money that results from this sort of thing, although Heaven knows that's important enough. It is the damaging *impression* it makes. It plays squarely into the hands of the very people who *do* think agency profits are huge and agency people lead lush lives.

■ It is quite evident from the general tone of response to the association questionnaire on agency control of entertainment spending that the juniors in our shops operate somewhat similarly to the juniors in our home: they take their cue from the Old Man.

Control of entertainment appears to be almost completely a family matter of internal management. If our owners and senior executives operate as modern day Diamond Jim Bradys, then you can be very sure that Junior, too, will do the very best he can to make the publicans happy. Holding entertainment at the level of business productivity and good taste is your job—a sensitive job which I am sure most agency principals are quite capable of handling as simply, perhaps, as a heart-to-heart talk with Junior, or even a trip to the traditional woodshed.

■ Certainly I cannot recommend the solution of one agency principal in answering the association questionnaire. He stated:

"We definitely have a policy of no entertainment."

Or another who writes: *"We just give them Hell about every two months."*

A third, equally succinct, may have the answer: *"Watch them."*

■ In all aspects of our relations with the public and with our clients it must be apparent to all of us that we cannot win and hold respect by legislation or argument. We can no more force others to respect us than we can force them to love us.

I am not too much worried about our client relations. *I do not think there is anything basically wrong with them that the complete exercise of our primary function of creativity will not cure.*

Singing Praises of Advertising Won't Win Public Respect

Respect or lack of respect of advertising people is a matter of individual conduct. In the eyes and minds of the business executive *his* agency, for better or worse, is the advertising business. If he respects you as a human being his attitude is so conditioned toward the entire advertising business. If he does not respect you then 10,000 angels singing the praises of advertising are not likely to sway him.

Certainly clients should be provided with authentic information on the agency function. In some agencies there undoubtedly is a woeful lack of communication. Your association cannot establish this informational bridge for you. It is its long-established, well-justified policy not to approach advertisers except through their agencies.

■ *You are the advertising profession so far as your clients are concerned.*

Your conduct—your ability to communicate—call the turn so far as their attitude toward all agencies and all advertising people.

Significant change in what appears to be a totality of individual impressions cannot be accomplished by a national advertising campaign or by a belt-line public relations job. With the added negative of seeming to protest too much.

■ Nor can miracles be accomplished overnight, even the most diligent repair efforts of every one of us. Frankly, I do not know whether the negative attitude toward advertising is widespread or localized. But its very existence is a personal and professional handicap far too humiliating and dangerous to accept passively.

The attitude was a long time building.

Like unwanted weight it must be reduced the same way it was acquired: ounce by ounce.

New mental pictures cannot arbitrarily be erased. A new picture must be superimposed.

And the model for that new picture is *you*. #

The Creative Man's Corner . . .

A Cinch for Teen-Age Attention

Manufacturers of shoes, dresses, clothing of any kind—including blouses, shorts, and especially bathing suits—have a cinch of it in *Seventeen*. Interest is ready-made. What more fascinating subject could you present to a teen-age female? Dating and love itself must take second place. And most of the advertisers of shoes, dresses, clothing of any kind—including bathing suits—make the most of the opportunity presented them.

And, we must admit, this isn't too difficult in *Seventeen*. For nowhere outside of Europe have we seen such magnificent offset reproduction. *Seventeen's* color-true pages make letterpress printing in most magazines look artificial by comparison—like a postcard—and make most offset printing look like a child's finger painting.

We'd hate to compete for a teen-ager's attention with anything so far removed from personal adornment as sterling silver or dishes. (Check Starch's ranking of ads in *Seventeen* and you'll see what we mean.) Yet some advertisers do it rather well—Gorham, for one, which uses teen-age situations into which girl readers can project themselves; but especially Lenox, with its magnificent four-color ads showing a teen-age girl in a setting (and a situation) completely irresistible to her.

We deplore the Lenox copy, however. After so perfect a caption, it reads like an invitation to some formal affair: "For all the days of your life together . . . grace each moment with the thoughts, the love and the fine things that make living rich and warm and full." Teen-agers don't talk or think that way. Gorham's copy we find much more in the groove: "Unlike deer hunting, boy hunting is permitted 365 days a year. After you locate your prey, directness of purpose and the art of persuasion are essential. And then it's time for silver hunting—with the victim in tow."

Brave try. As for us, if we had to advertise silver in *Seventeen*, we think we'd first turn it into a lamé dress. #

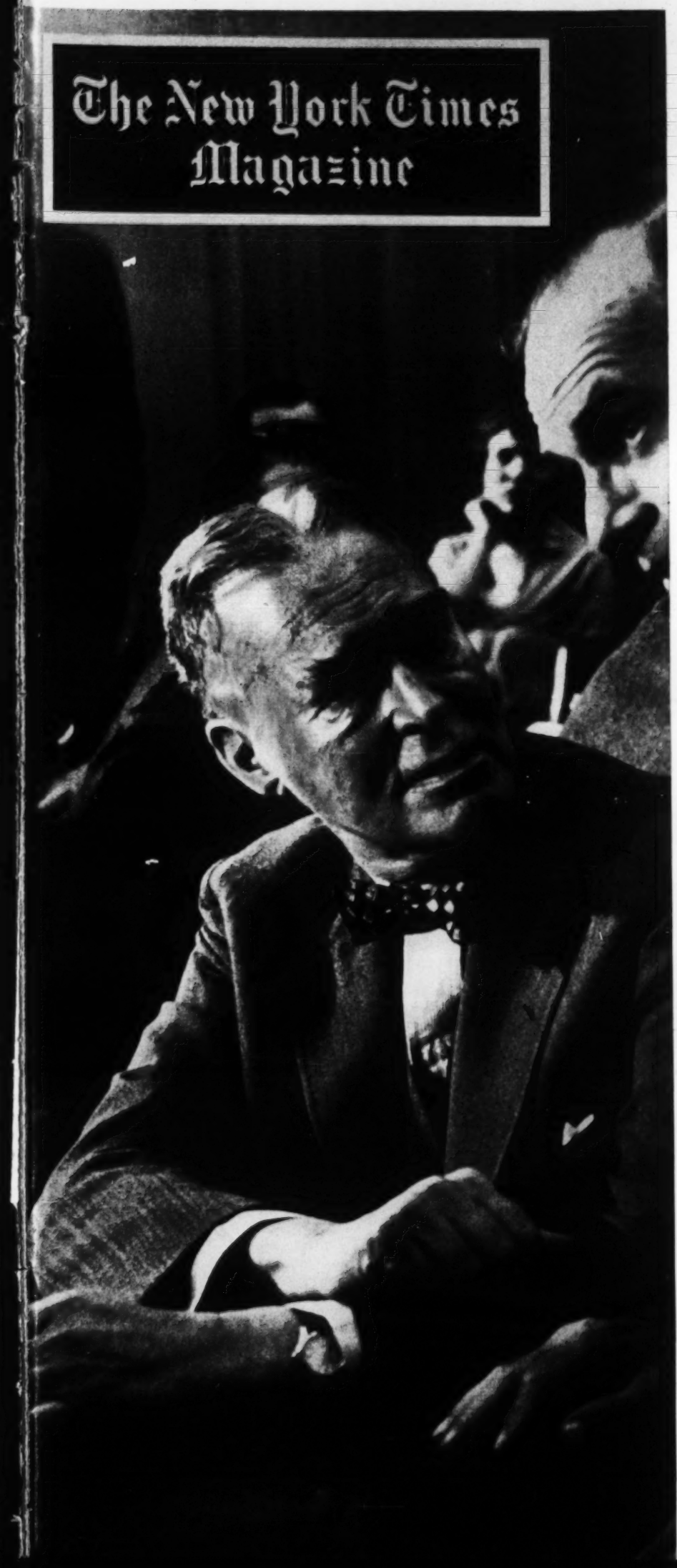
Employe Communications . . .

Items for the Communicator's Bookshelf

By Robert Newcomb and Marg Sammons

The boys from GE are not only busy with their own programs of employe and community communication; they also somehow find the time to write about the subject.

J. J. Wuerthner Jr. is a consultant in the community and business relations section of General Electric at New York headquarters, and he has recently finished a timely and useful text on the role of



Inside The New York Times Magazine

"I WAS PITCHING to my boy . . . He's 17 and he's grown pretty big. He lined a couple of my best curves against the left-field fence in Chicago." "What did you do?" someone asked. "What do you think I did? I knocked the boy down with a fast ball." *Early Wynn on being both father and pitcher, The New York Times Magazine, May 31.*

"WHEN I'M SITTING in my car in the pit in that last few minutes before 11 o'clock and that Purdue University band marches down the straight-away, I turn my head and watch it and I hear them play that great Hoosier song, 'Back Home Again in Indiana,' and I know that at the completion of the song, a voice is going to come over the loudspeakers and say, 'Gentlemen, start your engines,' and a minute later I'm going to roll out. I become all filled up with joy on the inside and I cry so much I can't even put my goggles on for fear I'll get water in them. I cry because I can be part of this great race. Me, Eddie Sachs, just a little guy from Allentown, Pa., who's worked his way to the absolute top of his profession, and three and a half or four hours from now I might even have emerged the victor and have reached the very highest point in my career. Why . . . it's right within my grasp." *Eddie Sachs before the 1959 Indianapolis 500, The New York Times Magazine, May 24. (Mr. Sachs finished seventeenth.)*

"RESPONSE TO OUR ADS in The New York Times Magazine for 'Wink' far exceeded our fondest hopes. Not only was our telephone board over-loaded for three days, but mail response was exceptionally heavy." *C. L. Conley, advertising director, Collins & Aikman (fabrics), New York.*

WHAT'S INSIDE The New York Times Magazine for you? Good reading. Wonderful results. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

business in politics. It is "The Business Man's Guide to Practical Politics" (Regnery; $3.75), and for the executive who wants to do a little more than play footsie with the political puddles, here is the floor plan. Mr. Wuerthner first recites the challenges to business, then traces the growth of political action within the labor movement.

He talks authoritatively of campaigning, lobbying, corporate public affairs and business communication in politics. Workable tips for action at the local level are given, and case studies are provided of several plans worth executive examination. The author spends some time describing the "Syracuse Plan," one of the country's most successful, in which the author himself played a major role. What he describes, he's seen. What he urges business to do, he's done.

■ Another GE consultant, C. J. Dover, who operates in the communications wing of the company's establishment, has finished a large and painstaking operations manual known as "Effective Communication in Company Publications." This is a loose-leaf job which appears to cover virtually all the problems to be encountered by the editor of an employe publication. All in all there are 51 case histories of communications techniques used by editors throughout the country; some are sketchy but most are well documented, even to the point of illustration showing precisely how the job was done.

Consultant Dover for some years has been a staunch advocate of candor in communication. He insists that management must be forthright and persuasive in order to be effective, and he spurns what he describes as industry's "zone of silence."

■ The book is essentially for editors of company publications of course, and he deals with many of the provocative themes of the industrial editing profession: How to make employes profit-oriented, the status of women editors, the "personals" columns, and salaries. The Dover manual is published by the Bureau of National Affairs, Washington, and costs $14.75.

Rudolf Flesch continues to have a warming influence on communications people, in the sense that he inspires them, via the hotfoot, to better writing. His latest, "A New Way to Better English" (Harper; $3) proves the claim that it begins where the conventional school and college composition texts leave off. This one is aimed at the pro. What the author seeks to do, and succeeds in doing, is to suggest some relaxed methods for writing, so that the author may be at ease in the preparation of reports, articles, speeches and even business letters. A special value of the Flesch book is the wealth of samples (identified as both good and bad) with which he punctuates his points. The volume contains also some exercises for practice and a test at the end, so that the reader may see for himself how he is doing.

■ The purist will find a few jolts to his rhetoric in the Flesch book. He has been saying "It is I" for years, and now may discover that "It's me" is regarded by Prof. Bergen Evans as "material, well-bred English" and by Prof. Porter G. Perrin as having "full standing." #

Seems reasonably innocuous at first. But let this bit of advice in the copy sink into your rum-soaked noggin, if you will, pal of mine: "The shortest distance between two pleasures is the road to 7 Crown. It's the pleasure you enjoy before you go—and again after you get there."

Before you go? Sounds to us like the Sure Route to the place where they hand out those horizontally striped suits—or to those chaps who murmur, "Doesn't he look natural?" And the record highway death rate over Memorial Day, which followed close on the heels of this ad, would seem to confirm it.

Says George—and we agree—"If it weren't so serious, it would be funny."

Again, a very small change, such as "It's the pleasure to enjoy while planning your trip," etc., could have avoided spoiling the record of a lot of fine work.

Those Classy Classified Columns

Treva Davis, a fashion writer, if I can decipher my notes, was kind enough to send me two slightly bewildering want ads from the *New York Times*. First one was by a big, expensive hotel, whose slogan, a wiseacre once told us, is "the hotel that brought exclusiveness to the masses." It reads as follows:

HOUSEKEEPER ASST
5 days hotel experience
Apply Employment Office
(Hotel name and address)

Well, what do you expect for $15 a night—veterans?

The other one, in the very next column, read:

MANIC-shampooer, leadg 5 Av salon, $60 + Comm. Beauticians Agcy. 1457 B'way

So that explains those wild Italian hairdo's.

Motion Picture Advertising. We Love You

Bern Klepper directs our previously averted gaze to a movie ad for a double feature consisting of Brigitte Bardot in "The Girl in the Bikini" and Gina Lollobrigida in "Flesh and the Woman." Most of the advertisement consists of colorless phrases like "a tasty Antipasto" and an "International Smorgasbord," with which we needn't bore you, but there's one little touch that deserves reporting. "Bring the girls," the copy says. "Make 'em take notes!" #

The Peeled Eye Department . . .

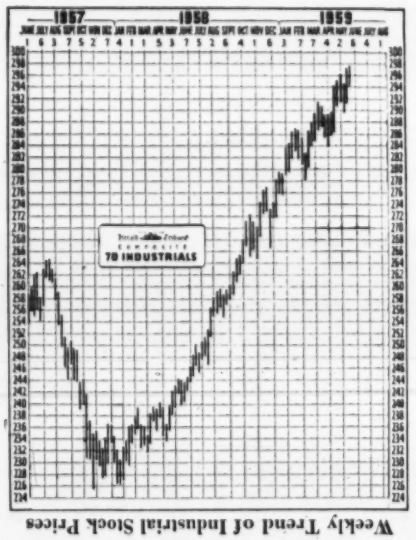
Some Hot Tips

By Dick Neff

Here's a Very Hot Tip on the Stock Market

"Dear Dick," writes John Caples, of "They laughed when I sat down" fame. "Here is a possible item for your Peeled Eye Department. I took a look at the stock market chart on Page 6 of the May 25 issue of the *New York Herald Tribune* (see attached) and got quite a shock. It looked as if I had better sell my stocks right away. However, I was greatly relieved to find that the chart had been printed upside down, and so I decided to hold on to my stocks a little longer."

Dick Neff



Weekly Trend of Industrial Stock Prices

Wild Promises I Have Known Department

This dramatic ad by the International Ladies' Garment Workers' Union might have been helped by putting the word "help" in the slogan, we do believe.

Dale Walrath called this omission to our attention. Like he says, the slogan as it stands sounds a bit like "Stamp out all communicable diseases—buy Easter seals."

It's a shame, because the rest of it carried great conviction.

How to Become a Somewhat Neutral Spirit

Having admired those great Seagram's New Year's and Father's Day moderation ads for lo, these many years, we could hardly believe it when George Wyland called this Seagram's ad to our attention.

Looking at Radio and Television . . .

TV's Summer Dilemma

By the Eye and Ear Man

The summer doldrums are here. The great economy move that causes television programming to become a re-run maze is with us. The end result is a severe loss of circulation, especially in the earlier hours. Is this cause and effect? Could better programming maintain better circulation?

There is one indisputable fact of life. When the weather is good, many people like to go outdoors to picnic, rock, sleep, play games, etc. When the weather is hot or sticky, it drives the non air-conditioned dwellers out for a breath of elusive air.

Therefore, until air-conditioning becomes commonplace and affords many more homes comfort on a sticky day (relative to the effects of snow or cold rain in the winter), it will be increasingly impossible to command a large audience unless the program assumes the proportions of a disaster announcement.

■ Another potent tune-in factor, which is missing in operation summertime, is the strong and compelling hand of the child in the family, who often dictates the family fare. This, above all, is missing when good weather sets in and the kids are out of the home regardless of the program, until darkness sets in.

Television, therefore, becomes a holding operation in the early evening hours —7:30-9 p.m.—during the daylight saving months. In the later hours the drop-off is less, but vacations and changes in the quality of programs also tend to depreciate the intensity of viewing.

Note that a number of shows that are in the top ten consistently in the winter months give way to later evening shows in the summer months, even though the winter standard of quality is maintained on the earlier shows.

■ It is particularly noteworthy that, despite all the pressure on advertisers to maintain high quality programs at any price, the plain facts of life are that an advertiser cannot resolve certain basic problems:

1. It is difficult to produce 52 episodes of a good program. Actors, like everybody else, need a vacation. So do producers, writers, and directors. If a crew does not get a layoff, the show may get stale. Shows generally shoot at the rate of one a week, but holidays and sickness run a 39-week show in to 42 weeks.

2. Producers rarely break even before collecting for summer repeats. The producer today, in order to supply an advertiser with a top-flight show, often spends more money than he takes in. Only the revenue from repeats enables him to keep up winter quality.

3. Advertisers use summer repeat costs to balance budgets. The high out-of-pocket costs of television are partially balanced by lower costs gained by auditing all earned time discounts and repeat program and commercial costs against lower summer quarter budgets. In cases where a winter brand must sell off to a summer brand—say ice cream —the pricing makes a sell-off easier.

4. There is no economy in trying out new shows in the summer. The theory of using the summer to test new shows is okay, but it usually hasn't worked up to now. The new "summer" show costs as much to produce as the hot winter show. There is no bargain rate, and someone

892 advertisers have looked inside this book---*have You?*

20 pages of opportunity . . . showing how advertisers are making budget dollars go further, dig deeper, yield more sales!

Farmers Buy with *Confidence* when it's advertised in FARM PAPERS

The OHIO FARMER market
$1,193,900,000 yearly spendable farm income

Michigan Farmer market
$859,600,000 yearly spendable farm income

Pennsylvania Farmer
market — $847,300,000 yearly spendable farm income

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.

CAPPER-HARMAN-SLOCUM, INC.
1010 Rockwell Ave., Cleveland 14, Ohio

OK, I'll take a look... send the book.

Name ..... Position .....

Firm .....

Address .....

City ..... State .....

must take a loss if it is sold for less.

5. There is no assuranc ethat winter-priced shows will improve audiences.

Summertime is a time when habits are more important than programs. Over the years advertisers have tried to maintain quality shows—Ed Sullivan, for example—and have been completely unable to change sets-in-use and have, therefore, suffered a summer slump in circulation while paying premium prices. This only causes the television effort to be more costly.

6. Despite the protests, people don't seem to mind repeats. Always excepting vocal minorities, people have grown accustomed to repeats. The arithmetic is simple: on a 30 rating show (which is high), 70% could not have seen the episode the first time. Of the 30% who did, 15% would have forgotten the plot or liked it so much they wouldn't mind seeing it again. This is a pretty good target when the cost of repeating runs from $20,000-$30,000 less than the original episode for a saving of up to $450,000 a summer. Is the sanction of the croaking critic worth that much to an advertiser? Not on your balanced budget.

■ And so, whether we like it or not, repeats are going to be with us for a long time to come. The economies of the television medium dictate the continuation. There is not enough evidence to make a smart advertiser reverse his thinking on this subject.

So resign yourself as tape becomes more commonplace to the "best" of this and the "best" of that, and by "popular demand," and by "your request," and have a good relaxed summer driving, reading, sitting on the porch rocking, or just plain old talking. #

What's Doing on the Legal Front . . .

The Textile Fiber Products Identification Act

By Sidney A. Diamond
Member of the New York Bar

With 1960 advertising campaigns already in the planning stage, it is not too early to start preparing for compliance with the Textile Fiber Products Identification Act. This is the newest of the special laws that the Federal Trade Commission is charged with the duty of enforcing, in addition to its general controls over false advertising and other deceptive marketing practices under the broad terms of the Federal Trade Commission Act itself.

Sidney A. Diamond

The Textile Fiber Products Identification Act was signed into law on Sept. 2, 1958, but it will not go into effect until March 3, 1960. The FTC already has issued official rules and regulations that will become effective at the same time as the Act.

■ The new Textile Act resembles the Wool Products Labeling Act of 1939, which was the first of these special FTC-enforced laws. It is even more closely related to the comparatively recent Fur Products Labeling Act of 1951. In particular, the Wool Act does not deal with advertising at all, while both the Fur Act and the Textile Act specifically prohibit false advertising of products within their scope. The Textile Act will have a greater effect on advertising than either the Wool Act or the Fur Act for the simple reason that more products are manufactured from non-wool textile fibers, natural and synthetic, than from wool or fur. In addition, the Textile Act and the regulations under it are lengthy and technical, so that some difficulty in adjusting to the new law is anticipated.

■ The reasons the Textile Act was passed are stated clearly in the report of the Senate committee that held hearings on the bill. The report stressed the fact that present-day textile processing methods can make almost any fabric composed of a particular fiber look and feel like a fabric made from a different fiber. The committee noted that it once was possible for a consumer to feel a fabric and identify its fiber content in that simple manner. Today, however, synthetics have become increasingly important and fibers frequently are used in blends or combinations. Identification therefore has become essential in order to avoid misleading the public and, at the same time, to protect reliable manufacturers against misleading advertising and labeling by less scrupulous competitors.

More specifically, the Senate committee concluded from its investigation of the subject that the purchase of a fabric by a consumer carries with it certain assumptions concerning its characteristics, including durability, warmth, strength and launderability. But current conditions in the textile industry are such that the consumer may make incorrect assumptions and find later that his requirements are not satisfied. The new law accordingly proceeds on the theory that textile fiber content must be disclosed clearly by means of labeling and in advertising, and also that standard terminology must be adopted so that there will be no doubt about the meaning of the information that is set forth.

How Act Affects Advertising

The prohibitions of the Textile Act apply to advertising both directly and indirectly. It is a violation of the Act to advertise a textile fiber product falsely or deceptively. It is also a violation of the Act to sell or offer for sale a textile fiber product that has been advertised falsely or deceptively. However, the statute applies only to written advertisements. Although it may take a test case in the courts to settle the question, the indications are that radio and television advertising will be exempt from the Act even though read from a written script.

The penalties for violation are numerous, varied and, in extreme cases, quite severe. To begin with, an infraction of the Textile Act can be treated by the FTC in precisely the same manner as if it were acting under the Federal Trade Commission Act, which means essentially the issuance of a complaint initiating a cease-and-desist proceeding. These proceedings frequently drag on for long periods of time; and enforcement of the cease-and-desist order is automatically suspended every time an appeal to a higher court is filed.

Under the Textile Act, however, the Commission also has specific authority to seek a court injunction that would halt the violation on an interim basis until the ordinary cease-and-desist proceeding could be brought to a conclusion. Finally, a deliberate violation of the Textile Act is a misdemeanor for which the offender may be prosecuted by the Department of Justice. The penalties upon conviction are a fine up to $5,000, a jail sentence up to one year, or both.

On the other hand, advertising agencies and publishers will have the benefit of an unusual provision in the Textile Act. No advertising agency, publisher or other medium for the dissemination of advertising or promotional material will be held responsible under the new law if, upon request, it furnishes to the Federal Trade Commission the name and address of the manufacturer, distributor or seller of the merchandise responsible for the dissemination of the material that is considered questionable by the Commission.

Requires Generic Names

The principal requirement of the Textile Act is that the constituent fiber or combination of fibers in a textile product must be stated clearly and conspicuously, designating each natural or manufactured fiber by its proper generic name. These must appear in the order of their predominance by weight. If any fibers are present in an amount less than 5% of the total fiber weight of the product, then a special requirement states that the name of the fiber must *not* be given; instead, only the words "other fiber" or "other fibers" are to be used. This will prevent undue emphasis on the presence of minute quantities of desirable fibers. Percentages of fiber content are required on labels, but not in advertisements. Of course, percentages may be used in advertising if desired, but then they must be stated accurately. The regulations permit a tolerance of plus or minus 3% in stating percentages where the product contains two or more fibers.

■ It is possible to advertise a textile product without being subject to the requirements of the Act. However, if any disclosure or implication of fiber content is made in the advertisement, then the full details required by the Act must be set forth. Under the regulations, the use of any term that is descriptive of a method of manufacture, construction or weave, and which by general custom and usage also indicates a textile fiber, is sufficient to constitute an implication of fiber content and thus will bring the disclosure requirements into effect.

When a fiber is required to be disclosed in advertising, its correct generic name must be used. Natural fibers such as cotton, silk or linen will be easy to deal with under this rule. For manufactured fibers, though, the commission has set up a list of generic names and definitions, and these must be followed. For example, "rayon" is defined as a manufactured fiber composed of regenerated cellulose; while "acetate" is a manufactured fiber in which the fiber-forming substance is cellulose acetate. Such terms as acrylic, polyester, nylon and olefin are defined in terms of their chemical characteristics and formulas. Familiar proprietary brand names like Orlon, Dacron and Arnel are not on the list, and using them will not be satisfactory; the approved generic name of the fiber also will have to appear. If no generic name has been established by the commission for a particular fiber, the manufacturer must file a detailed technical application asking for one. The commission is obliged within 60 days either to assign a numerical or alphabetical symbol to the new fiber for temporary use pending further consideration of the application, or to deny the application (which presumably it would do only if it felt that the fiber was described adequately by one of the generic names previously established for industry use).

Specific Regulations

All parts of the required information must be stated "in immediate conjunction with each other in legible and conspicuous type or lettering of equal size and prominence." The required information must be in the English language (except for advertisements in foreign-language newspapers or periodicals). This rule does not prevent the use of foreign words or phrases, but requires that an English translation be used in addition.

Abbreviations, ditto marks and footnotes all are unsatisfactory. In particular, the common practice of putting the generic name of a fiber in a footnote referred to by an asterisk or other symbol that appears in the copy next to the trademark is not sufficient. The use of the footnote may be continued for supplemental information, if desired, but if fiber trademarks are used in advertising, then a full disclosure of the fiber content information required by the Act must also appear in the advertisement at least once. When a fiber trademark is used in advertising a product composed of more than one fiber, then the trademark and the generic name of the fiber must appear in the required fiber content information "in immediate proximity and conjunction with each other in plainly legible and conspicuous type or lettering" in at least one place in the advertisement.

■ If fur fibers are contained in a textile product, the proper name of the animal is to be used accompanied by the word "fiber," "hair" or "blend." The name of a fur-bearing animal must not be used to describe a textile fiber product unless it contains the true fur suggested by the name, and this rule applies also to coined words that suggest the presence of fur.

The regulations list the following as examples of disapproved terms: Beaverton, Marmink, Sablelon, Lam, Pershian and Minx. In other words, the so-called "fake furs" must be advertised and sold clearly as textile products. Even terms suggestive of fur are prohibited, including guard-hair, underfur and mutation. But the FTC is sufficiently practical to recognize the possible nondeceptive use of animal names and symbols in referring to textile fiber products where the fur of the animal mentioned ordinarily is not used in making fur products. Specific examples of approved types of terminology are "kitten soft" and "Bear Brand."

■ The fiber content of ornamentation, decoration, elastic or trimming need not be disclosed when these are part of a finished article, but a qualifying phrase such as "exclusive of ornamentation" must be used. Where the product contains only a single fiber whose disclosure is required, the terms "all" or "100%" are proper when followed by the correct generic name of the fiber and by any appropriate qualifying phrase. Examples of proper usage given in the regulations are: "All Nylon, Exclusive of Elastic" and "100% Acetate, Exclusive of Decoration."

The words "virgin" or "new" can be used only where the product is composed of new or virgin fiber that never was reclaimed from any spun, woven, knitted or otherwise manufactured product. This rule appears to give implied approval to the use of "virgin" with the names of man-made fibers like nylon. Previously, there had been some question of whether "virgin" could be used properly in connection with anything other than the name of a natural fiber, such as wool.

Exemptions and Exclusions

Not every textile fiber product is subject to the requirements of the new law. Unfortunately, there is no easy way to distinguish between the products that are covered and those that are not. The only thing to do is check the statute and regulations or have legal counsel do so for you. One list of exemptions is in the Textile Act itself. The Act also gives authority to the commission to exclude other products where it feels that the textile fiber content is insignificant or that disclosure of the fiber content is not necessary for the protection of the ultimate consumer; and the commission accordingly has included a list of additional exemptions in its rules and regulations.

One basic exclusion from the coverage of the new law is any product that is required to be labeled under the provisions of the Wool Products Labeling Act. In addition, many specific items are exempt, such as luggage, handbags, shoes, hats,

Al...

The man landing the tiger trout above is ten years ahead of his time—tiger trout won't be nibbling generally until about 1969. Breeding and getting to know the fighting characteristics of this rare hybridized species—one of several being developed for the future—is another pioneering activity of Field & Stream's fishing editor, Al McClane. In 1947 he helped introduce spin casting, now a universal favorite. He is author of The Practical Fly Fisherman (a classic to compare with Izaak Walton's) and The American Angler; he is editor of The Wise Fisherman's Encyclopedia and is a consultant on fishing to the Encyclopedia Britannica.

In recent years, Al has: hiked over the Rocky Mountains, crossed the Arctic Circle in three countries, trod the Orinoco jungle, trekked across the Andes on horseback, poled the Congo. He has fished every notable water of North and South America and Europe.

Al McClane is one of the world authorities who make Field & Stream *the* voice of the outdoors to over a million top American sportsmen, their families and friends—people who have excellent reasons to believe in the magazine and to back up its advertising. Advertisers, too, believe in Field & Stream. For 48 consecutive years they have used more space in it than in any other sportsmen's magazine.

That's leadership!

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

toys, diapers, and linings or padding incorporated in a product primarily for structural purposes rather than for warmth. The regulations include a list of certain specific items that are *not* exempt; among these are wearing apparel, beddings, draperies, tablecloths, floor coverings, towels, cushions, furniture slip cover and fibers, yarns and fabrics sold as such. Of course, the fact that a product is excluded does not mean that inaccurate fiber information about it is permissible. The fiber content data can be omitted altogether, but if any statement is made, then it must be in compliance with the statute and regulations.

Special provision has been made for textile fiber products acquired prior to the effective date of the new law, i.e., March 3, 1960. If the product is sold after that date without any change in its basic form, then the Textile Act will not apply to it. But the new requirements will affect products manufactured after March 3, 1960, from textile products acquired prior to that time. For example, fabric purchased before March 3, 1960, and resold as fabric will be exempt; but if the fabric is manufactured into a garment, then the garment will be subject to all the new requirements. The FTC has announced that anyone who expects to claim this exemption will have to be in a position to establish his right to it by producing his business records if called upon to do so. #

On the Merchandising Front . . .

Sticks and Stones Won't Kill Off Private Labels

By E. B. Weiss

It is hard to believe—changes occur so fast—that a mere four or five years back the then National Retail Dry Goods Assn. was trying to kill off the rapidly-growing discount chains with slurring remarks. The effort was somewhat less than successful. Today, some of the most prominent members of what is now the National Retail Merchants Assn. continue to develop strategy and tactics to meet discount competition—a procedure better calculated to produce results.

E. B. Weiss

In another field of marketing that is now emerging as a new area of intense competition—manufacturers' brands vs. retailer-controlled brands—I note a tendency to employ sticks and stones in misguided efforts to kill off the so-called private label. This came to light somewhat dramatically during the annual meeting this spring of the Brand Names Foundation. During this meeting, Henry Abt, president of Brand Names Foundation, made this statement, as reported in Advertising Age.

"Under this system [private brands] the consumer would be the ultimate victim. No private label has ever pioneered a new product or developed a new market. Few private labels, charged with the cost of research and market development, could sell at their present price tickets. For the most part, they ride the coat tails, travel the well-blazed paths of makers' brands."

■ These statements are sticks and stones. And I think they are rather thin sticks and rather tiny stones (more like pebbles) hardly calculated to lay low this presumably fierce dragon—the private brand.

First, "The consumer would be the ultimate victim." Now "ultimate" could be one heck of a long time away. But if we were content to settle for a full decade, which is a fairly long period of time by anyone's calendar, surely there is reason to conclude that, over the coming decade, the public will benefit by the private label. After all, the private label tends to offer at least equal quality or quantity at a lower price, and this is a distinct public service. The private label also tends to put a ceiling on unwarranted margins for at least some manufacturers' brands—and this, too, is a public service. I rather doubt that the public will especially concern itself over the awesome potential that "ultimately" it may be "victimized" by these benefits, particularly since this may not be the case at all.

Second, "No private label has ever pioneered a new product or developed a new market." Sears, Roebuck must surely have raised its corporate eyebrows when it heard or read that remark—because, to cite Sears as just one exponent of the store-controlled brand (Sears does perhaps $2 billion on its own brands), I took a trip several years back through the Sears laboratories and testing facilities and I can testify that Sears has invested millions efficiently in the improvement of products, in helping suppliers to develop new products, and certainly Sears has done an immense job of developing new markets for innumerable items of merchandise distributed under its private labels. Nor is Sears alone in this respect among our giant retailers.

Third, "Few private labels, charged with the cost of research and market development, could sell at their present price tickets." That, of course, is a bald admission that the private label actually *does* give the shopper a better value. It is also a bald admission that manufacturers pass along to the shopper, in their pricing, their costs of research and market development—something that not many manufacturers would want to admit, assuming it were so, which I purely doubt.

Fourth, "They [private labels] ride the coat tails of makers' brands." Of course, it is equally true that manufacturers ape each other. Isn't it completely true that there is an amazing similarity in competing merchandise? Since when is it a public disservice to bring out an item to compete with one introduced to the market by a manufacturer? I rather thought that this was the essence of free competition. Or does Mr. Abt want the manufacturers' brands to be made free *from* competition? And, of course, it just isn't true that the private label is purely a coattail rider—Sears, A & P, Rexall, etc., could cite example after example to disprove that claim.

■ Several years back I remarked in one of my columns that the Brand Names Foundation would do well to reevaluate its position in the market place. Today, there is even more need for this reorientation of the policies and program of the Brand Names Foundation.

I wonder whether Mr. Abt knows, for example, that some of the members of the foundation would look rather sickly around their corporate gills if they were deprived overnight of their present private brand volume. I assume it is common knowledge that, in those classifications where the manufacturers' brands are strong and where private brands are strong—the bulk of private brands are made by the manufacturers of nationally established brands. Mr. Abt appears to be attacking policies and practices of his own membership!

Then there is the fact that our giant retailers are also becoming manufacturers, or they are buying a controlling interest in manufacturing companies. How do these retailer-manufacturers fit into the program of the Brand Names Foundation?

Isn't it high time that the Brand Names Foundation took itself off the rather silly hook on which it has hung itself by taking the Alice-in-Wonderland position that the only true brand is the manufacturer's advertised brand? The brands of our giant retailers are clearly genuine brands in every sense of that term. Moreover, they are *advertised* brands—*strongly* advertised brands; how many manufacturers spend as much for advertising on their brands as does Sears on its brands?

In 1950 I wrote a series of 11 articles for *Printers' Ink* in which I predicted that the great brand battle of the future would be between the manufacturer's advertised brand and the advertised brand of the retailer and wholesaler. That battle is now joined! The editor of *Super Market Merchandising* recently told an audience in the course of a talk that at least one food processor is wondering whether his emphasis should shift from his own advertised brand to store-controlled brands!

■ There was nothing inherently wrong with the discount house. There is nothing inherently wrong with the store-controlled brand. And if the store-controlled brand is a dragon, I hardly imagine that this dragon will be knocked off with sticks and stones, Mr. Abt.

I suspect that Brand Names Foundation, as it is set up today, is something of an anachronism. Why not bring it into tune with present-day marketing facts of life? Why not welcome into its membership the advertised store-controlled brand?

And if this can't be done without dealing a death blow to the Brand Names Foundation, then maybe it's time for the kiss of death. #

In the series on cooperative advertising by Mr. Weiss which was concluded on these pages last week, it was said that Vassarette does not give co-op. This was the case for a number of years, but is no longer true. A new policy of providing cooperative advertising allowances was put into effect about two years ago.

Tips for the Production Man . . .

Plastic Plates and Problems Encountered

By Kenneth B. Butler

The present growth in the use of thermosetting plastic printing plates (halftones and duplicate plates) is well known and generally approved by production men. These plates are now made so that any typewash cleaners or inks may be used. Plastic plates are less liable to damage from dropping or rough handling, and being lighter, shipping costs are less.

A savings in cost is claimed. Heat mounting is practical for certain types of plastic but not for all. Where dimensions permit, holes may be drilled for tacking to metal or wood base.

As with all good things that are innovations, there are problems that arise. Production man and printer have to become familiar with these problems and limitations. With their help, answers to some of these problems can be provided by the plate and material makers.

■ Plastic plates generally require specially hardened saw blades or carbon tips for cutting. In most cases this means separate machines. The plate makers recommend the use of bandsaws for cutting, rather than circular saws or shears. This outlay is not insurmountable for the larger printer, but the special investment may make it impractical for the small printer. It takes a generous amount of traffic in the use of this material to justify the machine investment.

Special sawing equipment would not be required if all plates were run as received. However, many plates require additional work to be done on them in the composing room, such as:

1. Making type alterations on duplicate plates.

2. Changing dimension size of plates, such as sawing them to smaller size or sawing a double-spread plate into two halves for imposition purposes.

3. Mortising for the inclusion of added material, such as insertion of advertising key numbers.

4. Repair, in case of damage during transit or handling, or if there is an accidental smashup on the press during run.

5. Mounting of plates when they are received unmounted—or remounting in case mounting material is warped or defective.

A plate designed to occupy a spread needs, in most instances, to be sawed into two components. This done, there is a need for space for tacking. If an illustration runs across the fold at the point of the cut, it may not be possible to provide a tacking edge without narrowing down the halftone illustration. This is a problem that requires that printer and advertiser go into a huddle.

Certain types of plastic cannot be heat-mounted, and must be tacked into place, with the same problems as just discussed.

Press smashups which cause damage to the plastic plate present a grave problem, since no repairing is possible as with metal plates. Here a duplicate plate must be provided, usually at a crucial moment with press tied up, and source of the master plate often hundreds of miles distant.

■ Though the compositor can saw, mortise, drill or rout, he can not work on the back of the plates, or solder or tool, as with metal plates.

There are problems present, such as what can be done when a zinc or metal electro is to be patched into a plastic plate. A good many production men are seeking the answer to this marriage of two unlike materials.

Scratches and surface damage cannot be repaired. Heat-mounted plastics which cause a warped mounting cannot, in most cases, be removed from the block for repair or remounting. Attempts at removal have often resulted in the plate cracking, bending, or breaking, thus ruining the plate and requiring another.

Another problem is the varying characteristics of the different kinds of plastic material commercially used. Some are identified, but often the lack of uniformity results in a guessing game; so that the resulting lost time more than offsets the original saving in the plates.

* * *

It must be understood that the problems above related do not occur on all plates of this material, but they do occur often enough to cause serious problems which must be understood by all users and suppliers and attempts made to find the answers. In this way the merits of plastic can be fully utilized without throwing away the saving on auxiliary operations. An initial saving is unsound if expense is merely moved along one notch further in the production cycle. #

"We consider Ad Age the pulse of all advertising"

say:

RICHARD S. HOLTZMAN
Vice-President and Hamilton Beach Account Supervisor
Clinton E. Frank, Inc.

WILLIAM B. GASSAWAY
Advertising and Sales Promotion Manager
Hamilton Beach Company, a Division of Scovill Manufacturing Company

"Advertising Age provides a steady flow of vital facts, and we consider it the pulse of all advertising. The electrical housewares business moves at an exciting pace. Ad Age keeps us abreast of competition and informed on new trends. We feel that Ad Age is a must for any growth company, as prompt and efficient communication with all facets of the marketing mix is so important today."

Mr. Holtzman—a vice-president of Clinton E. Frank, Inc., and supervisor of the Hamilton Beach Company account—joined that Chicago agency in June, 1958. His earlier professional "credits" include being national advertising manager of the Hotpoint Company, sales manager for the General Electric Supply Company and advertising manager of the Eureka-Williams Corporation.

Mr. Gassaway joined the Hamilton Beach Company as a district sales manager in 1948, after leaving a similar position with the Proctor Electric Company. Seven years later, he switched to sales promotion, assuming the post of sales promotion manager. In 1957, he was given the additional responsibility of advertising for the Racine, Wisconsin, firm.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

ABC Board Won't Okay New Rule, Magazines Told

Sears, Ward Cut Down Payments on Appliances

TV Sponsors Spending More for Same Shows

Mullins Switches to Dailies; Will Test 'New' Group

American Wine Raises Budget for New Line

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ABC ABP NBP *1 Year (52 issues) $3*

Focardi Vogel Haviland Bien Burrows Smith

WINNING TEAM—*A key role in Anheuser-Busch sales surge was played by marketing vp William Bien's policy-making marketing committee: Claude C. Focardi, assistant to Mr. Bien; Edward H. Vogel Jr., sales manager, regional brands; Fred R. Haviland, director of business planning; Mr. Bien; Thomas C. Burrows, general sales manager, brewery division; and Walter T. Smith Jr., vp of advertising, merchandising and sales promotion. This committee at one time had 11 members.*

Anheuser-Busch Builds Marketing, Hikes Sales

(*Continued from Page 2*)

Busch is prone to remind itself—in the fierce competition among brewing leaders. This is how things looked for Anheuser-Busch before the upturn:

	Bbls. Sold	Net Sales	Earnings
1953	6,711,222	$237,003,969	$13,232,549
1954	5,828,760	215,923,244	12,752,975
1955	5,616,793	201,718,743	8,026,152

Here is the upturn:

	Bbls. Sold	Net Sales	Earnings
1956	5,864,034	$214,692,297	$ 9,751,671
1957	6,116,077	227,224,930	9,777,599
1958	6,982,022	257,112,548	10,836,305

■ What gave .nheuser-Busch a shot in the arı ı 1956?

It was a .ultiple shot, with many factors included, but important were:

1. The company began an increasingly rapid expansion in the distribution of its Busch Bavarian, a popular-price beer introduced in Kansas in 1955, and today sold in parts or all of 15 states, backed by a strong advertising and sales push. Gardner Advertising Co. was named to handle Busch Bavarian advertising.

2. The management, headed by president and board chairman August A. Busch Jr., reorganized the marketing operation and put super-salesman William Bien, a former regional sales manager who now is vp of marketing, at the helm.

3. On the advertising side the company, with the aid of its long-time Budweiser agency, D'Arcy Advertising Co., launched a new campaign stressing photographs of "real" people drinking beer and geared to the theme, "Where there's life . . . there's Bud," which the company has stayed with throughout the sales upturn.

■ For Anheuser-Busch the introduction and rapid expansion of Busch Bavarian was prompted by an important set of figures: Of the 85,000,000 bbls. of beer sold annually, 80% is accounted for by popular-price regional beers, and only 20% represents so-called premium beers sold by national shippers. And that 20% is a drop from 26% only a few years earlier. Seemingly acting on the theory that "if you can't beat 'em, join 'em," Anheuser-Busch began putting its weight behind popular-price Busch Bavarian.

Mountain cool sparkle . . .

R.O.P.—*Full-color r.o.p. newspaper ads help build "fun-loving, outdoor" atmosphere for Busch Bavarian.*

The expansion of Busch Bavarian triggered in 1956 has progressed at such a pace that in 1959 Busch Bavarian's increase in number of barrels sold has exceeded that of Budweiser, the company's major product, although it, too, has showed a substantial gain.

Mr. Bien told Advertising Age that in record 1958 the barrelage gains of Budweiser and Busch Bavarian were divided "about 50-50."

In the first five months of 1959, Mr. Bien said, the company's total net sales have risen 17.7%.

■ The company's other two brands are Michelob, a premium draft beer, and Regal, a popular-price beer brewed in a Miami plant purchased in March, 1958.

Anheuser-Busch does not reveal barrel sales of individual brands, but Advertising Age estimates that the company sold between 800,000 and 1,000,000 bbls. of Busch Bavarian in 1958. AA estimates roughly the following breakdown, based partly on conversations with trade sources close to the picture:

	Bbls. Sold 1958	1957
Budweiser	5,900,000	5,525,000
Busch Bavarian	800,000	400,000
Michelob	175,000	175,000
Regal	* 125,000	—

*** This estimate is only for the last three quarters of 1958, since Anheuser-Busch did not acquire Regal until March of that year.**

■ A statement by Mr. Busch indicates that at least 5,900,000 bbls. of Budweiser were sold in 1958. Mr. Busch told Anheuser-Busch stockholders early this year that Budweiser in 1958 outsold "any other single beer" by a "good margin." To do that, Budweiser would have had to overtake its closest competitor, Schlitz (sold by Jos Schlitz Brewing Co., Milwaukee), which recorded sales of 5,893,000 bbls. in 1958.

Regal beer sales were 234,000 bbls. in 1957, before the Anheuser-Busch purchase of Regal. Sales of Regal are increasing in 1959, and in February the Miami Regal plant began brewing Busch Bavarian as well. The plant's capacity is 360,000 bbls.

■ Mr. Busch in his annual report said that Busch Bavarian doubled its sales in 1958.

So far this year, AA learned, Busch Bavarian sales volume is more than double that of a year ago.

Advertising billings for Busch Bavarian were $2,000,000 in 1957 and are believed to have risen to about $4,000,000.

■ Although this kind of sales clip and this kind of expenditure on advertising for Busch Bavarian have helped importantly to swell total sales and total advertising for the entire company, the big brand is still Budweiser, which was backed by a $12,000,000 advertising expenditure in 1958, as it accounted for more than 75% of company beer sales.

Interestingly enough, the agencies for Budweiser and Busch Bavarian—D'Arcy and Gardner, respectively—are both St. Louis-based agencies.

Last year Busch Bavarian was introduced to new markets in Texas, Mississippi, Louisiana, Alabama, Georgia, Tennessee and Florida. It is also sold in Kansas, Missouri, Illinois, Iowa, Arkansas, Maryland, Oklahoma and South Carolina.

■ The advertising that has helped spread Busch Bavarian over more and more parts of the U. S. map has stressed realistic photography—as does Budweiser advertising. Busch Bavarian ads show handsome models bursting with health and good spirits in outdoor settings of snow-capped mountains or old towns, with copy making the point that the brand is . . . "a different type of beer . . . as refreshing as the cool, bright land which inspired it!" Such photography is used on spot tv commercials and in r.o.p. color newspaper ads and outdoor posters.

■ But Busch Bavarian is only a part, albeit an important part, of the sales upsurge of Anheuser-Busch. Budweiser, too, has been showing solid gains—the same beer that was slipping in sales four and five years ago. What made the difference?

The rejuvenation of the past three years is an interesting story of what it sometimes takes to make a bigtime marketing operation begin to tick.

To set the stage, you have to go back to 1953, when a three-month strike closed down Milwaukee breweries and left the nation without any premium beers—except Budweiser (there was no strike in St. Louis). It was a bonanza for Anheuser-Busch, whose sales of Budweiser soared (bringing Anheuser-Busch total sales in 1953 to 6,711,222 bbls., a pre-1958 industry record).

Then supplies of Budweiser ran short. Premium beer drinkers were obliged to turn to regional beers.

■ When the strike ended, premium beers found competition stiffer than ever. Making it even stiffer was a price rise. During the shortage Anheuser-Busch had increased prices. When the other national brands returned, their prices were raised, too.

The next year Anheuser-Busch sales dropped nearly 900,000 bbls. Anheuser-Busch wholesalers, who had geared up with enough salesmen and enough trucks to sell 6,711,222 bbls. in 1953, found themselves selling 5,828,760 bbls. in 1954. Wholesaler morale suffered. Sales slipped 200,000 bbls. lower in 1955.

■ Early in 1956, balding, brown-eyed William Bien (rhymes with "grain") got the nod to head up the marketing operations. He was named general sales manager, brewery division. Mr. Bien, who combines vigor with affability, and who looks considerably younger than the formal photograph of him used by the company for publicity purposes, is described variously by his associates as an extrovert, an optimist and a salesman.

■ He began breathing life and hope into the wholesaler organization. Traveling extensively about the country talking to wholesalers, he armed himself with something to talk about. A program he had used with considerable success as a regional sales manager he put into effect on a national scale. The program aimed at encouraging and helping wholesalers to spend more time and attention on key potential accounts (KPA). He had it spelled out step by step in portfolio form, to present to wholesalers.

The program was focused in part in finding out how much business the competition was getting in certain areas. Attention was centered on areas where Anheuser-Busch was weak and competition strong. More attention than ever was given to sales of beer for off-premises consumption, particularly food stores (Budweiser sales are now 25% or 30% for off-premises consumption, which is double the percentage ten years ago—and for Busch Bavarian the percentage of off-premises sales is even higher).

■ Another Bien policy was to give more responsibility to the regional sales managers, rely more heavily on their recommendations and back up their decisions. Wholesalers began developing more respect for the field force.

■ Busch Bavarian sales operations were separated from Budweiser as much as possible. Wherever feasible, wholesalers began using separate trucks and salesmen for Busch Bavarian. Some wholesalers used a separate sales manager for each brand. The wholesaler force began to find that both brands sold better with this kind

ORGANIZATION CHART—ANHEUSER-BUSCH MARKETING

William Bien

MARKETING COMMITTEE

William Bien, vp of marketing, **Chairman**
Walter T. Smith Jr., vp of advertising, merchandising and sales promotion
Thomas C. Burrows, general sales manager, brewing division
Edward H. Vogel Jr., sales manager, regional brands
Fred Haviland, director of business planning
Claude Focardi, assistant to the vp of marketing

NATIONAL BRAND COMMITTEE

Thomas C. Burrows

Thomas C. Burrows, general sales manager, brewery division **Chairman**
Raymond E. Krings, advertising manager
E. F. Schmidt, merchandising manager
Keith D. Fowler, sales promotion manager
Walter Lindelien, assistant to general sales manager, brewery division
Paul Ozanne, market research
Claude Focardi, assistant to the vp of marketing

REGIONAL BRAND COMMITTEE

Edward H. Vogel, Jr.

Edward H. Vogel Jr., sales manager, regional brands **Chairman**
Walter Reisinger, advertising manager, regional brands
Jack Howard, assistant merchandising manager in charge of regional brand merchandising
William Hyland, assistant to sales promotion manager
T. J. Ryan, assistant to sales manager, regional brands
Paul Ozanne, market research
Claude Focardi, assistant to the vp of marketing

HARD-SELL PAY OFF—*Big gamble last summer was* $2,000,000 *"Pick a Pair" campaign—hard-sell deviation from "Where There's Life . . . There's Bud." Gamble paid off so well (six-pack sales rose* 18% *last June-July and packaged goods were up* 5.9% *instead of expected* 3.2%*) that drive is being repeated this summer on same budget.*

of separation.

With separate wholesaler salesmen getting separate commissions, the competition between the two brands sometimes tended to "get rough," Anheuser-Busch concedes. But the field force has tried to see to it that competition didn't go too far—that it stopped short of anything that would subdue the other brand. For example, the two brands are not allowed to fight for the same display spot in the retail outlet.

■ A big step in the marketing reorganization of Anheuser-Busch in 1956 was formation of a marketing committee. The committee, fathered by Mr. Bien and headed by him, included department heads in all areas of sales and promotion.

The committee once had 11 members, but now has been reduced to six, and two other committees have been added below it —a national brands committee and a regional brands committee.

The marketing committee is a policy-making body, while the two brands committees are operational in function. Claude Focardi, assistant to the vp of marketing, sits on all three committees, to help keep the operational committees in line with policy, to keep the groups informed of each other's activities and to keep Mr. Bien informed.

In addition to Mr. Bien, the marketing committee is composed of Walter T. Smith, vp of advertising, merchandising and sales promotion; Thomas C. Burrows, general sales manager, brewery division; Edward H. Vogel, sales manager, regional brands; Fred Haviland, director of business planning; and Mr. Focardi.

■ "The chief purpose of the committees," Mr. Focardi explained, "is communication and coordination in the marketing department. The committees will argue over and hack out a program.

"Once they decide on it, that's it, and the members adhere to it. But beyond that the committees have no authority or responsibility. Each individual member is responsible for his own job—whether that be sales of a particular brand, advertising, or something else."

■ The idea of setting up the brand committees was the brain child of Walter T. Smith, who was moved 18 months ago from vp of purchasing to vp of advertising, merchandising and sales promotion. Mr. Smith, who sees nothing extraordinary in switching an administrator from purchasing to promotion, believes the same principles of administration can be applied in almost any field. He is also a strong proponent of the coordination idea in marketing.

Mr. Smith said that he applies to advertising management many of the principles he used in the purchasing department—and in the Army. Among the foremost of these principles is long-term planning. Currently he is supporting a proposal whereby Anheuser-Busch would plan all its advertising and promotion campaigns two years in advance.

■ "We could be planning our 1961 program right now, and it would be very much to our advantage," he said. "I think you can develop a program of much higher quality when you create it well in advance, without rush. In advertising, particularly, we are a breed of cats who don't think quickly. When you give us more time we tend to think more and better.

"And you can always change a long-term plan to meet a changed situation."

■ Certainly in the realm of long-term planning are the principles behind the current Budweiser advertising. Those principles, which have been followed closely in the past three years of rising sales and which aren't likely to be changed in the foreseeable future, involved a consistent effort to build around Budweiser a brand personality or atmosphere of realism and believability.

"To achieve this," Mr. Smith observed, "we use photography, as a rule, rather than artists' drawings. That applies to both television and print media. We try to use real, down-to-earth people in our advertising—the kind you'd like to meet—and we try to use them in recognizable situations."

■ But if some of the principles now being followed by Anheuser-Busch marketing heads appear to be stable, the operating methods are not. As Mr. Bien puts it: "Nothing in our marketing operation is necessarily permanent. The things we are trying to do, and the way we organize ourselves to do them, are continually being changed and, we hope, improved."

And, he adds, the sales gains of the past three years were not achieved overnight. Anheuser-Busch, he stresses, has been advertising and selling and building a personality for a good many decades, and these things done in the past are contributing to progress today.

Whatever the changes in the year ahead, it's a good bet that Anheuser-Busch, at its present clip, will wind up 1959 with another solid sales gain—probably 800,000 bbls., which would raise the company total to 7,800,000 bbls. and another record. #

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

"Our new media man is really walloping 'em since J. B. suggested he say slowly on his backswing, 'Solid Cincinnati reads the Cincinnati Enquirer.'"

JUST ONE THING A SPACE BUYER need think about when he steps up to Greater Cincinnati on the media schedule. Very simple. Very basic. "Solid Cincinnati reads the Cincinnati Enquirer." It's the newspaper that reaches the *market-that-matters* in this great metropolitan area. Result: *you're* in solid when you're in the Cincinnati Enquirer. Ask The Enquirer's Research Department for a look at the Top Ten Brands Survey, recently completed.

Represented by Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

It Takes a Bush Leaguer for Ways and Means

To the Editor: Evidently Max Sinowitz, president, Chelsea Advertising Inc., New York, believes in making mysteries out of mole holes (AA, Voice, June 29).

Perhaps it takes a "bush leaguer" to come up with a quick answer. After reading Mr. Sinowitz' demise, it took all of six minutes to discover the identity of the mysteriously shy publishing house. To wit "Billboard Publishing Co."

You don't have to be a detective to know that in Chicago an interested party can call a special number at the telephone company and be given the name and address of a subscriber when all you have is the telephone number. I used *that* method. There is also available a book called "Street Address Directories for Chicago and Suburbs." This method could have taken as long as three minutes. Another method Mr. Sinowitz might have employed would be to have his secretary check the files they surely maintain on publishing houses Chelsea does business with. I feel certain one or all of the above services must be available in New York City, as well as St. Louis and Hollywood . . .

Dont mean to sound critical, but *after all!*

R. E. Anderson,
Advertising Assistant, Centralab, Milwaukee.

• • •

Lennen & Newell Is the Chix Agency

To the Editor: Thank you for Mr. Woolf's recent accolade designating one of our Chix Diaper-Separates ads as an example of an informative, easy-to-read type of presentation.

The only thing not appreciated in this singling out is that Young & Rubicam was specified as the responsible agency, instead of Lennen & Newell. If it is possible to indicate the proper source, Mr. Woolf will then have our total appreciation.

Joseph Costello,
Art Director, Chix Diaper Products, Lennen & Newell Inc., New York.

• • •

Amplifies Marketing Picture of New Mexico Town

To the Editor: As is my usual custom, I read the column of James D. Woolf in your June 22 issue. I have always had a very high respect for Mr. Woolf as a creative man; but as a marketing man with respect to his reference to Galisteo, N. M., I must chide him a bit for making a somewhat superficial marketing report.

It was my pleasure a year ago to take a shortcut through Galisteo, N. M., on my way to Santa Fe. I, too, found what appeared to be "an isolated mountain hamlet," peopled by bilingual Spanish-Americans. My wife and I were very much intrigued by the appearance of this town and decided to go through the combination grocery store and museum referred to by Mr. Woolf. We found the museum quite interesting, and as we were about to drive out of town we spotted a sign across from the museum titled "Galisteo Craftsmen." Being in no particular hurry, we drove through the gate of the old adobe wall and into a courtyard. There we found Galisteo Craftsmen, run by a man by the name of Major Fenton (not a military title).

Major Fenton, it turned out, was an ex-New York magazine illustrator and agency art director. Here he not only ran a wood-working and metal-working shop, but had a very fine assortment of Mexican imports, and what appeared to be a rather casual-appearing adobe home was actually a beautifully finished residence and courtyard that would qualify in the upper income bracket any place in the country. We discovered that Mr. Fenton's wife ran a shop in Santa Fe, that not too far from his establishment, and over a very decrepit appearing bridge, was an art gallery.

Then driving the 17 miles in to Santa Fe, we spotted homes scattered throughout this mountainous area that obviously belonged to the Santa Fe art colony. In other words, my impression of Galisteo, N. M., was that it was a carefully preserved little New Mexican adobe town that was really a kind of glorified suburb of Santa Fe, thus the nationally known products, thus the depth of distribution referred to by Mr. Woolf.

B. E. Howard,
Campbell-Mithun Inc., Minneapolis.

• • •

Here's a Levenson Supporter

To the Editor: The woeful note (AA, June 29) about the lack of success of the Sam Levenson Show on tv as evidenced by his sponsorship of only "one-quarter hour weekly" reveals one thing to me: Some tv-advertising people don't know a good show when they see one, or don't see one. Levenson's program is something different. It is enlightening and it is entertaining. His guests are far more alive than on some so-called popular interview shows; his youngsters have genuine talent, though not in the popular vein of many sponsored shows. Levenson's program, in my humble opinion, is one of the best on the air waves, and I regularly take time out from business to look and learn something from a tv presentation. For me, that's something!

Maybe the rating groups haven't caught up with the Levenson program thus far. From what I can learn in general conversation hereabouts, his listeners are legion. He certainly deserves sponsor support for the program he offers. It is refreshing, informative, inspiring and entertaining.

G. Harris Danzberger,
Advertising, Public Relations, Hingham, Mass.

• • •

Here's the Record on 5¢ Cigar Smokers

To the Editor: Greatly enjoyed Whit Hobbs' dramatic approach to the problems of the candy people (AA, June 22) but sadly wonder why many advertising executives, in making comparisons, use the 5¢ cigar as a whipping boy.

Whit states, "You can't make a phone call or buy a good cigar for a nickel." Just so that we may all be informed, some 12,000,000 Americans smoked one billion six hundred million 5¢ cigars in 1958. This is 16% above 1957. This represents an awful lot of nickels and indicates the public's recognition of one of the best bargains a nickel can buy.

Eugene L. Raymond,
President, Cigar Institute of America, New York.

• • •

Straws in the Limelight

To the Editor: These two ads running in the same edition of *Newsday* on June 25 caught my attention. It would seem that it is hard to keep a good idea down . . . either in art or in photography. Maybe this is the "cumulative" technique of advertising.

Wally Moos,
President, Wally Moos Advertising Art & Photographer, New York.

Hinges Are Holding

To the Editor: I don't know whether this is one of those ads we can do without, but to me—with my limited knowledge of engineering, etc., it looks like an accident on its way to happen.

I can't see any 125 pounder sitting on the door of a refrigerator with the more or less frail hinge structure.

And if it just should collapse under this weight the gal would say, quote, "The door was very poorly made since it broke under my weight." Unquote.

Or, I can see this gal's little girl or boy running over to his mother, she reaching forward to pick him up, thereby increasing the strain; the upper door opening further; the little kid's additional weight toppling the entire refrigerator and boy (or girl); mamma; the upper door; opening further and all that nice food (and refrigerator) on the floor and mamma and the kids under it.

Am I too concerned? Well, anyway, up to right now the hinges are still holding, it sez here.

Bob Dulany,
Elwood City, Pa.

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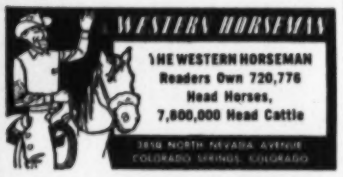
Texas Survey Doesn't Mean Prediction of Sales

To the Editor: Your article on buying expectations of automobiles and appliances in Texas (AA, June 15, Page 46) is, we feel certain,



OK...OK...STOP PHONING...STOP WRITING...
HERE'S THE FLAVOR-FUL SALE AGAIN!
5 family size bottles
ONLY $1.00
You pay for 4 get 5! It's like getting one big bottle FREE!

This is Captain Edgar Doudna of Wheaton, Illinois—a veteran United Airlines pilot. Like so many TOGETHER readers, Captain Doudna and his family live in a small community instead of a large city. He owns his own home. And he and his wife are active in church and community affairs . . . While not all of TOGETHER's family heads are airline pilots—two out of three are in professional, management, or skilled occupations—a selected audience of prime prospects for what you sell.

Together Published by The Methodist Publishing House
740 RUSH STREET • CHICAGO 11

very much appreciated by the Texas Daily Newspaper Assn. Such articles containing specific marketing facts are not only of passing interest but also are of practical use to your readers—and that is what prompts this letter.

As the marketing research firm conducting the surveys on which the article is based, we are very much aware of the possible misinterpretation of the measurements of buying intentions. The article unfortunately describes these measurements as "predictions" and "forecasts." These measurements are *not intended as predictions of future sales.* This is something we have worked very hard to have clearly understood. Also, other organizations making similar studies, such as the University of Michigan, have gone into detail defining what the measurements measure and how they should be used.

The TDNA measurements of buying intentions determine the consumer's *current* attitudes toward the economy in general and their own financial outlook; they measure the *psychology* of the market, the *current potential of a future market.* We might define "current potential" as the starting force which gets the market—sales—under way. Thus, the larger the current potential—the starting force—the more likely sales will be large. Each page reporting buying intentions in the TDNA reports, from which the figures in the article are quoted, states that these measurements of buying intentions "are not intended as predictions of actual numbers of units which will be sold; they are designed to help the advertiser estimate the current market potential. Within a year's time changes can be effected in the market potential by many factors, certainly by the amount of advertising effort."

We hope you will find a way to let your readers know that these measurements are not intended as predictions of future sales.

Ralph Bubis,
Belden Associates, Dallas.

• • •

Hois' on a Preposition

To the Editor: I have always known that we live from week to week in the agency business but when one is hoist on his own preposition by Ted Bates one week and on his own preposition by an eminent editor the next, life gets rugged.

Editor Johnson is right (Voice, June 22). A petard is an explosive. Shakespeare wrote in "Hamlet" (III-IV):

"For 'tis the sport to have the engine:
Hoist with his own petar"

However, in a liberal and informal sense, Editor Johnson is also wrong. Editor Johnson is referred to March's "Thesaurus Dictionary," Page 894, where he will find, "Be hoist *on* one's own petard . . . blown up by his own mine."

Chas. Dallas Reach,
Chairman, Reach, McClinton & Co., New York.

• • •

Good Suggestion from a Media Data User

To the Editor: When publishers do such a fine job of issuing informative printed matter to agencies for media [promotion] purposes, why do they neglect one small but very important item—the date of issue? It is time-consuming to have to read pages of finely printed matter to decide if the information contained therein is related to the current year, or to past years.

Please, Mr. Publisher, the year of publication, in an easy-to-read spot, is all we media people ask.

Jean Sanford,
Media Director, The Fensholt Advertising Agency, Chicago.

Substitute for Copy

To the Editor: Enclosed is a caustic commentary on my trade—but it's such a beguiling piece of work.

It's the brainchild and brushchild of Don Lena, art director of the passenger car merchandising group at Ross Roy Inc., Detroit.

We at Ross Roy have enjoyed your "copy and art" cartoon series, and I thought perhaps you'd like to run this pic in conjunction with it—just to throw a little more fun and fuel into the never-ending strife.

And by the way, I'm sending it with Don's full knowledge and consent.

A. E. Jones,
Creative Department, Ross Roy Inc., Detroit.

• • •

It's 'Spruce Up' in C-M's Minneapolis Campaign

To the Editor: In your June 22 issue, you have an editorial entitled "Cleaning Up for Advertising."

In this editorial you talk about the activities of Young & Rubicam in New York and the agency's work in helping to keep New York clean.

I think you should know that Campbell-Mithun here in Minneapolis has done this same type of job for the Downtown Council of Minneapolis. The theme, "Spruce Up Your City," was created by Bill Greer, C-M copywriter, and the story of this campaign and its results can be precisely documented for you by Gerald Moore, executive director of the Downtown Council of Minneapolis.

Robert B. Pile,
Campbell-Mithun Inc., Minneapolis.

ART DIRECTION IS GOOD!

Subscribers who first learned about ART DIRECTION from these ads in Advertising Age tell us it's true. ART DIRECTION is the magazine of creative advertising . . . a real art/copy source . . . terrific for ADs, AMs, art pros, AEs, SPMs, PR, copywriters. Subscribe for only $4 for 12 issues, $7 for 24. New rates 9/1/59.

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AA5, 19 W. 44th Street, New York 36, N. Y.

WHEN YOU THINK OF THE SYRACUSE MARKET --THINK OF ALL OF IT!--IT'S BIG

15 Counties | ONE-THIRD THE TOTAL AREA OF NEW YORK STATE

BIG In Transportation-Power

- *424,723 Registered passenger cars*
- *47,461 Registered suburbans*

BIG In Spending-Power

- *$2,584,890,000 Total Buying Income*

BIG In Buying-Power

- *$418,268,000 Spent in 1958 for cars, accessories and equipment, gasoline and gas station services;*
- *$421,980,000 Spent in Food Stores;*
- *$103,830,000 Spent on Clothing;*
- *$1,715,762,000 Total Retail Sales.*

*Results of Selling Research, Inc. latest Test Market Survey

AMERICA'S Best TEST MARKET

There's one efficient way to sell ALL this BIG market. The SYRACUSE NEWSPAPERS deliver 100% saturation coverage of metropolitan Syracuse plus effective coverage—up to 76%—in the 14 surrounding counties. No other combination of media will do a comparable job at a comparable cost.

the **SYRACUSE NEWSPAPERS**

Represented Nationally by MOLONEY, REGAN & SCHMITT

HERALD-JOURNAL Evening & HERALD-AMERICAN Sunday — THE POST-STANDARD Morning & Sunday

CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Armour, Lewis-Howe, Reynolds Pace NBC Radio Business

Highlighting recent sales at NBC Radio, New York, Armour & Co. (Foote, Cone & Belding) bought 20 one-minute spots weekly in various programs for 13 weeks, marking the first use of network radio for Dash dog food. Lewis-Howe Co. (McCann-Erickson) ordered quarter-sponsorship of "NBC News-on-the-Hour" for four weeks and segments of "Monitor" for six weeks. A 52-week schedule of 30-second spots in "Monitor" was ordered by R. J. Reynolds Tobacco (William Esty Co.).

Other buys include: American Telephone & Telegraph Co. (N.W. Ayer & Son), eight weeks of one-minute and 30-second spots in various shows; Society of the Plastics Industry (BBDO), 21 one-minute spots weekly in daytime shows for four weeks; G. H. P. Cigar Co. (Compton), segments of "Monitor" for eight weeks; and Sterling Drug (Dancer-Fitzgerald-Sample), three-week saturation campaign on "Monitor."

Cory Snow Adds Two Accounts

Cory Snow Inc., Boston, has been named to handle advertising and sales promotion for William G. Bell Co., manufacturer of seasoning and stuffing, and D.&L. Slade Co., manufacturer of spices. Both are of Boston.

This can't be FIREBAN...

New Taylor FIREBAN 321 Laminated Plastic is self-extinguishing in only 3 seconds

Electrical faults in appliances, TV sets, radios, motors and other electrical devices frequently lead to fires—and these fires lead to complete destruction of the equipment, sometimes extensive damage to the facilities surrounding it. Taylor FIREBAN 321 is designed to retard fire. Self-extinguishing in only 3 seconds—it is an effective barrier against the spread of flame. In addition, this flame-retardant laminated plastic has excellent moisture resistance, excellent electrical resistance after exposure to high humidity, and good mechanical properties, also offers low dielectric losses. These properties help prevent the electrical faults that lead to fires. Write TAYLOR FIBRE CO., Norristown 36, Pa., for complete details.

Taylor
LAMINATED PLASTICS VULCANIZED FIBRE

Don't get lost in a maze of wires!

Cut cost of assembly by as much as 65%, with printed circuits on TAYLOR copper-clad laminates

Conventional circuitry is a maze of wire and spaghetti. It is costly to assemble and unpredictable in performance. A printed circuit on Taylor rolled copper-clad laminate is a strong, predetermined part of known reliability. The quality is largely due to the new finish on the copper. Both solder-and-etch grain uniformity. Handling of one part slow, circuit assembly costs as much as 65%! And there is an important punishing bracket field [illegible] can be made easier and more economically. Write Taylor Fibre Co., Norristown 36, Pa., for complete details.

Taylor
LAMINATED PLASTICS VULCANIZED FIBRE

No one wants to hear the gears turning!

A TAYLOR laminated plastic gear is noiseless, acts as a safety valve in a gear train

You can make your gears run with a single gear made from TAYLOR laminated plastic sheet gear stock. Noise of meshing gears can be eliminated. During jam, no destructive overloads can be localized to protect the rest of the gear train and equipment. And the laminated plastic gear will outwear metal under normal operating conditions. Look into the physical and mechanical properties of TAYLOR laminated plastic sheet gear stock. It is adaptable to a wide variety of applications. Write TAYLOR FIBRE CO., Norristown 40, Pa.

Taylor
LAMINATED PLASTICS VULCANIZED FIBRE

LIGHT TOUCH—*Taylor Fibre Co. has shifted to a light humorous touch in its business paper ads to gain more attention. The new copy makes no attempt to do more than mention the kinds of problems Taylor's products will help solve. Readers who want details are invited to write the company.*

Lady Godiva Leads Taylor to New Place in Trade Ad Sun

NORRISTOWN, PA., July 7—What might be called a Lady Godiva school of advertising thought emerges from the success that Taylor Fibre Co., maker of laminated plastics and vulcanized fiber, has had with a series of cartoon print ads it's been running since January.

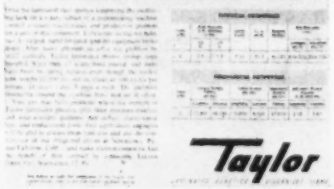
According to Gray & Rogers, Philadelphia, Taylor's agency, the copywriter who dreamed up the series reasoned that the client's need for more attention-getting ads could be achieved with a Lady Godiva while the horse would carry the burden of the engineering story.

In application, Lady Godiva became a series of humorous characters while limited but specific copy carried the sales message. These were paired in a series of ⅔-page ads. Both were new to Taylor since the company usually uses pages and strong product information sell.

■ Success of the campaign, according to Gray & Rogers, became evident not only in the warm reception Taylor's sales force gave the

No maintenance problem here!

Four Taylor laminated plastic springs have been flexed more than one billion times under heavy loads and corrosive conditions without failure.



Taylor

STRAIGHT SELL—*Before switching to humor, Taylor used straight-face ads only, usually pages. The new ads are mostly two-thirds pages, allowing Taylor to use more publications than before.*

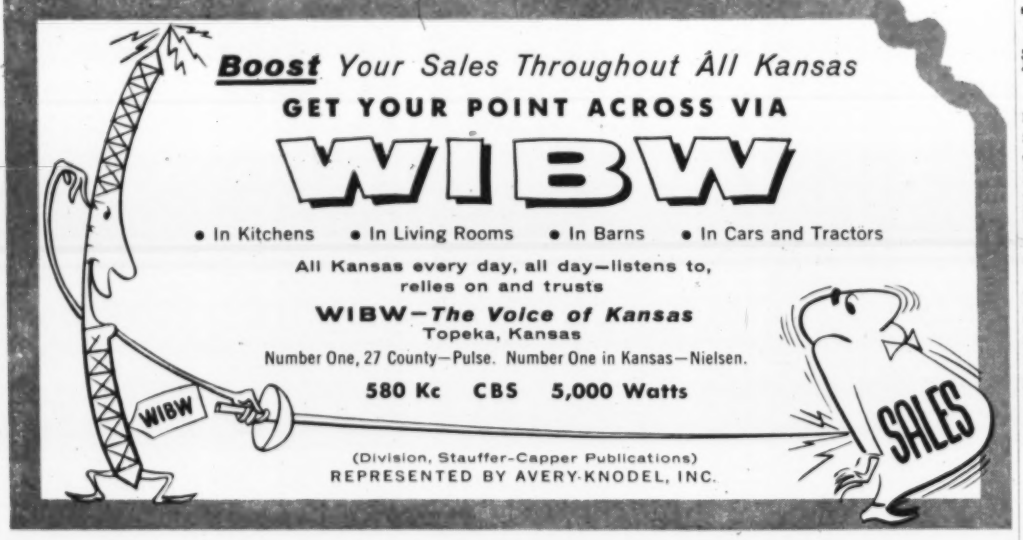
ads, but in the unexpectedly large number of inquiries for additional information the series generated.

Taylor's schedule for this campaign—broadened over last year's lineup because of the reduced space—includes *Aircraft & Missile Manufacturing, Automotive Industries, Electrical Design News, Electrical Manufacturing, Electronic Design, Electronics, Fortune, Insulation, Machine Design, Product Engineering* and *Purchasing*.

Also used were such directories as *Frazer's Canadian Trade Directory, Materials in Design Engineering Materials Selector Issue, Pocket List of Railroad Officials, Sweet's Product Design File* and *Thomas' Register of American Manufacturers*. #

ASR Appoints Samuel Gabow

Samuel Gabow, formerly brand advertising manager at International Latex Corp., has been appointed sales promotion manager of ASR Products Corp., New York.


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.
WIBW
SALES

There is an opening at Medical Economics, Inc., publishers of MEDICAL ECONOMICS, PHYSICIANS' DESK REFERENCE (annual) and RISS magazine for the services of a research director.

Applicants who have *practical* experience in the field of editorial and advertising research will receive careful consideration.

Although not essential, an M.A. or Ph.D. degree in psychology will be of added benefit; however, a well-rounded *statistical research background* is essential.

The individual selected will be entirely responsible for the expansion of our research activities. This position requires an imaginative and creative researcher whose *practical* approach will help us further improve our services to our readers and advertisers.

All resumes will be treated in confidence provided they are addressed and marked "personal" to William L. Chapman, Jr., Medical Economics, Inc., Oradell, N. J.

Adman 'Solves' Weather Woes; Urges Rephrasing Forecasts

DETROIT, July 7—An idea from a small Detroit agency, born of thinking about the problem of one of its clients, an association of car wash operators, is in something of a "snowball" act right across the nation.

It amounts to "doing something about the weather"—or at least the manner of reporting it—in defiance of Mark Twain's historic remark.

William H. Coy, head of Coy & Associates, had been concerned for some time about how weather directly affects the car wash business. In talking with others, he came to the conclusion that not only the weather itself, but the manner in which it was being forecast, has telling effects.

■ So he wrote a letter, broadened the field of interest to include such other weather-vulnerable operations as department stores, drive-in movies, bus lines, restaurants, outdoor entertainment activities, and the like, and worked out a distribution as a starter with William Cartwright, a friend who is employed by Edward Petry & Co., radio sales representative. Mr. Cartwright sent it to 28 client stations across the nation. Mr. Coy's letter, in part, reads:

"Weather has a tremendous effect on many businesses, and the unhappy part of it is that forecasts too often are not fully borne out. People stay home when showers and overcast weather are forecast. This hurts the area economy much more than is realized.

"There is a partial answer. We can't change the weather. But, disc jockeys and weathercasters on radio and television can aid in a big way by using this approach:

• "Never make editorial comments such as 'Don't bother to go downtown today, folks; it's going to be cloudy,' or 'Don't get your car washed today, it's going to rain.'

• "Use the words 'partly sunny' instead of 'partly cloudy.' The negative approach isn't the greatest thing to hear. What a wonderful approach to a day can be generated by the positive approach of 'partly sunny'!"

■ A flock of approving letters to Mr. Coy's suggestion came back. Quite a few radio and television outlets have felt the impact of the idea already.

"Talking about the state of the weather is like talking about the condition of a drinking glass," Mr. Coy said. "Generally, you don't refer to it as partly empty. You say it is partly full. That's the positive attitude, and I think we should speak of the weather in the same way." #

Snider Sets Summer Push

Hunt Foods & Industries, Fullerton, Cal., has scheduled color pages in 10 magazines to promote its Snider's chile pepper catsup during July and August. The media list includes *American Home, Better Homes & Gardens, Good Housekeeping, Life, Look, McCall's, Redbook, The Saturday Evening Post,* and *Woman's Day*. The ad pictures a bottle of Snider's catsup surrounded by its raw ingredients. The headline asks, "Have you tried the catsup with the one extra spice?" The copy, after explaining how the catsup is made, states that the one extra spice is "Capsicum, the red and yellow chili pepper with the bright skin." Young & Rubicam is the agency.

the Pacific First Federal Savings FAMILY BUDGET GUIDE
the Pacific First Federal Savings PLAN-A-HOME KIT
it's the little things that count at the family savings center!
Pacific First Federal Savings
Pacific First Federal Savings
Pacific First Federal Savings

LITTLE THINGS—*With newspaper ads like these Pacific First Federal Savings & Loan Assn. is telling of its services to customers.*

Pacific 1st Federal Ads Stress Services

TACOMA, July 8—A new series of six institutional ads, three columns by 12", has been launched by Pacific First Federal Savings & Loan Assn., keyed to the common theme, "It's the little things that count at the family savings center."

Each ad calls attention to one of the "little things" that the institution does by way of help or courtesy to its customers, such as the offer of cards that customers may use to notify friends of a new address, a slide-rule budget guide, book-banks for saving small change and currency, and a plan-a-home kit to help customers who are building or remodeling.

The ads are scheduled in dailies in the six cities in which Pacific First Federal has offices: Bellingham, Longview, Seattle and Tacoma, Wash., and Portland and Eugene, Ore.

Condon Co. is the agency. #

Rod Gibson Transferred

Rod Gibson, national sales manager of WSTV, Steubenville, O., and the Friendly Group, has been transferred from the New York office where he has headquartered for the past five years, to the home office in Steubenville. Lee Gaynor, who joined the group a year ago, will manage the New York sales office.

Plymouth Dealers' Group Fined $5,000 on Price Fix Charge

SAN FRANCISCO, July 7—The Plymouth Dealers of Northern California, an association of dealers in the five Bay Area counties, has been fined $5,000 in federal court here for "conspiring" to fix auto prices in violation of the anti-trust laws.

Prime issue in the case, brought by the Department of Justice anti-trust division, was whether the association's issuance of price lists to its members during the period since 1955 constituted a price fixing activity.

The association, convicted by a federal court jury last May 16, could have been fined a maximum of $50,000.

In issuing the sentence, however, federal judge Willis Ritter said he believed the association "acted in good faith" and that a legal question still remained in the case. #

Wyoming Court Rules Out Trading Stamp Law

District Judge Allen Pearson of the Laramie county district court, Cheyenne, Wyo., has ruled that the law passed at the last session of the state legislature outlawing the use of trading stamps was unconstitutional. He also issued an injunction staying enforcement of the law which was to become effective July 1. In an oral opinion, Judge Pearson held that the anti-trading stamp statute exceeded the scope of the police powers of the state.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.

in Shorthand...

it's Gregg

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1959 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio... **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1959 **BROADCASTING YEARBOOK,** packed with more data about the broadcast media than ever before, will be delivered to 16,000 **paid** subscribers in August. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's **the** day to reserve a good spot for it.

Deadlines? July 1 if proofs are needed; July 15, no proofs.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

ANOTHER PRODUCT of the DIVERSIFIED SOUTH BEND, Ind. MARKET

Model CW-215 Self-Propelled Scraper Mfgd. by the South Bend Division of Curtiss-Wright Corp.

Earth moving equipment is the major product of Curtiss-Wright's South Bend Division. The CW-215, a rugged 15 yard unit, is but one of many Curtiss-Wright models serving in heavy construction projects.

The Curtiss-Wright Corporation is a leading industry among the 1,634 employers in South Bend's Metropolitan Area. This wide diversity of employment provides South Bend Metro area households with Buying Incomes of $7,187! Over 77% of metro area families earn over $4,000 yearly . . . and they spend their money. In Indiana they rank 2nd only to Indianapolis in Food, Drugs, Furniture, Petroleum Products, Building Materials and Total Retail Sales.

To Cover South Bend

Over 92% of South Bend's Metro area is covered by the South Bend Tribune! Here's real saturation for concentrated testing; for daily selling. Sell South Bend with its total selling medium—the South Bend Tribune. Free market book on request.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market Seven Counties, over One-Half Million People

Franklin D. Schurz — *Editor and Publisher*

Story, Brooks & Finley, Inc., National Representative

Riddell Siegel Goldenson Hinckley Huffines Jr. Markley Gersten Marshall Blank Chapman

NEW ENTRANCE—*Members of the American Broadcasting-Paramount Theatres Inc. board of directors pose in front of ABC-TV's new entrance to its Hollywood Television Center. They are James G. Riddell, vp in charge of the western division; Simon Siegel, financial vp and treasurer; Leonard H. Goldenson, president; Robert H. Hinckley, vp in charge of ABC's Washington office, just retired, but remaining as board member and member of executive committee; Robert L. Huffines Jr., board chairman, Worth Fund; Sidney M. Markley, vp; E. Chester Gersten, director, Bankers Trust Co., New York; Walter P. Marshall, president, Western Union Telegraph Co.; A. H. Blank, director, Tri-States Theatre Corp.; and Alger Chapman, board chairman, Beech-Nut Life Savers.*

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY Office Copy Machine Owners! Photostat Users! Need 3—6—8—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

'Queen for a Day' Names Laird Holloway

Laird Holloway, Pacific Coast manager of *Harper's Bazaar* since 1956, has resigned to become associate producer in charge of promotion on "Queen for a Day." Mr. Holloway takes over responsibilities formerly handled by Charles M. Forman, merchandise director, and Christine Edwards, fashion director. Both have resigned, Mr. Forman to go into business and Miss Edwards to join her husband in San Francisco. F. Philip Slater, travel manager for *Harper's Bazaar*, has succeeded Mr. Holloway as Pacific Coast manager.

. . . It's a fact. The Lansing metro area is now ranked 69th nationally. SRDS — MAY, 1959 Population

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG and to serve it best, buy . . .

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government

WILX-TV
NBC • CHANNEL 10
STUDIOS IN LANSING
JACKSON
BATTLE CREEK
WILS
5000 WATTS
THE MARKET'S NO. 1 STATION
affiliated with WPON-PONTIAC
CONTACT VENARD, RINTOUL & McCONNELL, INC

Woman Favored for New California Post of Consumer Counsel

SACRAMENTO, CAL., July 7—Gov. Edmund G. (Pat) Brown has signed a bill creating a new $15,000-a-year consumer counsel position on his staff.

Gov. Brown has indicated he will appoint a woman to fill the post, created by the state legislature over Republican opposition led by Assemblyman John Busterud, who contended "the bill does nothing at all for the consumer except foist new expenses on him as a taxpayer."

Mr. Busterud, however, was in the minority when the state assembly approved the measure by a vote of 47 to 25, creating a consumer counsel similar to one which New York recently instituted.

■ The consumer counsel here will have power to recommend legislative measures "to protect and promote the interests of the ordinary shopper" and, with the help of a staff to be named by the governor, to start investigations and to make studies.

Gov. Brown's announced intention of appointing "a woman, and preferably an economist or an attorney" to the new post, touched off a flurry of activity in behalf of prominent women Democrats in California. #

Sponsored Clocks Installed on Buses in Pittsburgh Area

PITTSBURGH, July 7—Self-contained electrical clocks, carrying an advertising message on their faces, have been installed in 100 buses carrying suburbanites to and from downtown Pittsburgh.

The advertiser is the Second Federal Savings & Loan Assn. of Pittsburgh, which is paying $8.50 per clock per month. The agency is the J. Edward Connelly Agency. The company leasing the clocks to the advertiser, through the agency, is Carcards Inc., Pittsburgh, which obtains the clocks from the manufacturer, Transit Time, New Rochelle, N.Y.

A spokesman for Carcards said that at least 300 more clocks probably will be installed in other buses and trolleys in the Pittsburgh district in the near future.

■ The use of self-contained clocks as an advertising medium in transit vehicles had its first trial in St. Louis several months ago. In that case, the advertiser was old Judge Coffee, which leased clocks installed in 400 buses.

The clock adjoins a carcard for the same advertiser. #

Largest Circulation Newspaper in the Northwest

watch

WATCH
the women go BUY

When you're right with the retailer, you're *right!* And Portland retailers, who watch the women go buy day after day, place the bulk of their advertising in The Oregonian. They know The Oregonian is the active newspaper with the reactive audience, the only advertising medium that's big as all Oregon.

☆ **How big is the Oregon retail market? Almost $2½ billion annually. That's bigger than Milwaukee and Dallas combined!**

The Oregonian
PORTLAND, OREGON
242,035 Daily • 306,014 Sunday
Leads in Retail Advertising
—By Far!
Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Private Brands' Gains Are Slowing, AA Finds

(Continued from Page 1)

tionally advertised brand.

3. They help stores of the Stop & Shop type meet national chain competition.

4. They develop customer loyalty to a store.

How many brands are there in the food business?

The growth has been phenomenal. In 1951, the national consumer panel of Market Research Corp. recorded 174 brands of margarine. A year later there were 216 and by 1953 there were 254. In 1954 the total was 293 and a year later it was up to 326. Last year the number had reached an astonishing 556.

■ Here are some of the other brands which MRC's consumer panel reported purchasing last year:

- 551 different brands of coffee.
- 670 brands of canned vegetables.
- 348 brands of canned fruit.
- 417 brands of canned juice.
- 189 brands of frozen juice.
- 177 brands of salad dressing.
- 109 brands of baking mix.
- 412 brands of canned meat.
- 249 brands of powdered soap.
- 82 brands of liquid soap.
- 51 brands of toilet soap.
- 225 different brands of spaghetti, macaroni and noodles.

■ The top ten product categories in which private labels have invaded the food stores, according to a *Super Market Merchandising* study, are headed by coffee, found under the private label in 87% of the stores studied.

Then, in descending order, come salad dressing, margarine, canned milk, canned vegetables and vegetable juices, ice cream, canned fruits and fruit juices, baked goods, peanut butter and finally, private label jams and jellies which were found in 46% of the stores studied by the magazine.

■ While the market share of private label brands has expanded slightly in the past five years, paradoxically consumer willingness to pay more for advertised brands has increased sharply during the same period, according to J. O. Peckham, exec vp of A. C. Nielsen Co.

In a study of sales of 39 food store commodities, he reported to the Assn. of National Advertisers last fall, advertised brands accounted for 75.2% of sales in 1953, while in 1958—with the whole market expanded by 40.7%—the advertised brands' percentage dropped to 74.4%.

In other commodity areas the advertised brands' percentage of market and percentage trends are as follows, according to the Nielsen report:

- **Food products and household needs**—advertised brands holding 74% to 75% with relative importance decreasing slightly.
- **Proprietary drugs, health and beauty aids**—advertised brands account for 70% and tending to increase this percentage.
- **Tires**—advertised brands hold 75% to 80% but tending to decrease in importance.
- **Storage batteries**—advertised brands account for 50% to 60% with relative importance decreasing.

"Advertised brands, which generally seem to account for 70% to 90% of the market, are relatively few in number as compared with the thousands of unadvertised brands which, while collectively available everywhere, make up but 10% to 30% of sales," Mr. Peckham noted.

■ But while the unadvertised brands are gradually increasing their market shares, consumers—who still prefer advertised brands by about three to one, Mr. Peckham said—are demonstrating that preference by paying 13% more in 1958 for a median of 34 selected food store product groups than they paid in 1953.

"Customers pay up to 41% more for the advertised brand of a food product and premiums of 100% or more for the advertised brand of a standard drug product listed in the U.S. Pharmacopeia," said Mr. Peckham.

■ The one retail category in which the Nielsen report showed a loss trend for private labels was proprietary drugs, health and beauty aids. An explanation for this is offered by Dr. John W. Dargavel, executive secretary of the National Assn. of Retail Druggists.

Dr. Dargavel, who is also with the Bureau of Education on Fair Trade, told AA that the advent of fair trade prevented many retailers from using advertised drug brands as loss leaders while they used private brands for making profit.

Dr. Dargavel placed advertised drug brands' share of market at about 80%, said this percentage is growing and predicted it will continue to grow.

■ What about price differentials? How big are they? Here are some illustrations from Mr. Rabb's Stop & Shop operations:

- S&S sells a two-for-41¢ private label item, compared with the best known national item in its field which sells at 27¢. Nevertheless the mark-up on the S&S brand is 26.2%, the national brand mark-up, 16.5%.
- S&S sells a 79¢ item with a 27.1% mark-up while the nationally advertised brand goes for 93¢ with a 13.7% mark-up.
- The "two best advertised brands" in one field both sell at 41¢, both with a 12% mark-up. The S&S entry sells for 29¢, delivering a 34% mark-up at the price.

■ Dairy entries by MRC's consumer panel in a recent month showed considerable variations between prices for national and private labels. For example:

- A&P's 8 o'clock coffee and Kroger's private label coffee were 21¢ cheaper per pound than the top advertised brand in those stores; Safeway's house brand was 16¢ a pound cheaper. Among the instants, the difference was 5.2¢ per ounce at Kroger stores, 3.6¢ at A&P and 2.9¢ at Safeway.
- Private label margarines were 11¢ cheaper a pound than the No. 1 national brand. Corn flakes were 6¢ to 7¢ a pound cheaper; dog foods about 8¢ a pound less, macaroni and spaghetti 4¢ to 5¢ less; cake mixes 7¢ a package less, and a pound of rice, anywhere from 8.1¢ to 9.6¢ less per pound.

■ An indication of the price differentials as they show up in different kinds of grocery retailing—national chains, regional store groups and voluntary groups—was reported this spring to the Grocery Manufacturers of America by Robert W. Mueller, editor of *Progressive Grocer*.

A pilot study of a limited number of stores indicates, he said, that private labels in chain stores sell for about 17% less than advertised brands, while in regional stores they sell for 14% less. In the voluntary groups, he added, private labels sell for about 8% less.

■ There is great variation in the strength of advertised brands among different product classes. Among 29 categories measured by Market Research Corp. recently, advertised brand strength ranges from a low of 27% of total product volume to a high of 97%.

Comparing the last quarter of 1958 with the first quarter of 1955—a span of almost four years during which private label-consciousness has become steadily greater—showed no significant changes in 12 of the 29 categories. Of the remaining 17 classes, major advertised brands made gains in eight instances and suffered losses in nine cases.

■ There are certain characteristics in private labels which are not liked by their sellers. One hundred companies were queried by *Super Market Merchandising* and asked what they did not like about the private brands they carried.

Forty-three per cent mentioned no advertising allowance, 41% referred to heavy inventories necessary; 27% said customers prefer advertised brands and that private labels duplicate present lines; 26% said advertising costs were too high and 15% said the private labels don't meet turnover requirements.

How much do private brands account for in food? Henry E. Abt, president of Brand Names Foundation, has indicated as much as 25%. "Giant merchandisers like A&P and Acme still have 75% or more of their volume in manufacturers' trusted brands," according to Mr. Abt.

However, another source estimated for AA that 10% of volume in the grocery department in private labels "would be a great deal."

■ The enthusiasm for the private label has been at least somewhat tempered by retailer experience. The prevailing notion is that a number of national brand facings on a shelf will make a lot of facings of the private brand move much faster.

One observer told AA, "We live in a buying-sophisticated economy. It's very smart to buy discounts these days and private labels are a kind of discount for the housewife." He also thinks that national advertising isn't very realistic and that its linkage with selling tactics almost non-existent.

Chain buying committees, he says, are almost always addressed in terms of dollars and cents. "It's always one case free for five, or one case for ten, or whatever the deal is. Nobody ever talks quality. It's always price. The buyer tends to be bewildered by the deals and he's suspicious of what others might be getting. And he knows exactly what the chain private brand will move at." #

'Food & Drug Packaging' Bows

Food & Drug Packaging, New York, a new bi-weekly to be issued every other Thursday, will bow Nov. 12. It will be issued by Magazines for Industry Inc., a subsidiary of Don Gussow Publications Inc., publisher of *Candy Industry & Confectioners Journal* and *Bottling Industry*. Base advertising rate for the new publication will be $700. Burt Gussow, formerly advertising manager of *Packaging Parade*, now *Consumer Packaging*, and a cousin of Don Gussow, will be vp and advertising manager of the new paper.

FEARLESS—*This is the second in a series of full-page ads for Vanguard, the tobacco-less cigaret now being tested in Dayton by Bantob Products Corp., New York (AA, June 29). Agency is H. W. Warden Associates Inc., New York.*

Rep. Multer Attacks Babbitt Stamp Offer

(Continued from Page 1)

hibiting anyone from giving away savings stamps as merchandise premiums. His bill (H.R. 8107), which was referred to the House judiciary committee, provides for fines up to $1,000 and jail sentences of as much as 12 months.

■ When Babbitt's president, Marshall S. Lachner, came here last month to unveil the promotion, which is handled through a special subsidiary known as Own a Bit of America, Treasury officials were on hand to welcome the idea (AA, June 15).

In the House the other day, Rep. Multer said, "I am very much disappointed that the Treasury Department has sunk to this level of commercialism."

As to "Own a Bit of America," known as "OBA," the congressman commented it might be more appropriately titled, "offensive bit of advertising."

Under the plan, worked out by Babbitt, together with Reuben H. Donnelley Corp., he pointed out, buyers of products produced by Babbitt and other participants will receive savings stamps in exchange for coupons which will be printed on product labels.

■ Rep. Multer said he supports Treasury's stamp promotion to school children, and its bond promotion through banks and other leading institutions, but that he is "very much disturbed" to have savings stamps used "as bait to lure the American housewife to buy a particular brand of cleaner or any other item of merchandise."

"Try as it will," he contended, "the Treasury Department will not be able to keep the idea of winning government savings stamps apart from the promotion of a particular brand of merchandise."

He said this image of government approval, though lacking in fact, will be particularly unfortunate if coupons exchangeable for U.S. savings stamps are attached to products that are harmful, injurious or have unpleasant connotations. "At best," he argued, "the prestige of savings stamps can hardly be enhanced by being associated in the public mind with a particular brand of toilet bowl cleaner." #

'U.S. News' Names Two

U. S. News & World Report has named J. Charles Taney, formerly with *Product Engineering*, to its New York sales staff, and Edward Van Horn Jr., formerly with *Fortune*, to its Detroit sales staff.

Magazine Volume Up $30,783,630 in '59, PIB Says

(Continued from Page 1)

with 1,778.1 pages and $54,871,223 last year.

Of the supplements, *This Week Magazine* was virtually even in dollars—off $21,000 on a $22,161,499 volume; *Parade* was up more than a million dollars to $13,478,171; *Family Weekly* was off $700,000 to $4,914,198, and *The American Weekly* was off $5,400,000 to $9,265,865.

■ In the magazine picture, nothing bulks larger than the weeklies and bi-weeklies, where $198,652,891 of the total $368,630,007 magazine volume is located. This group showed nearly a 600-page gain in pages, and a dollar volume gain of $13,600,000.

The monthlies—led by *Reader's Digest* with a $6,500,000 gain to $17,354,443 for the half—carried nearly 500 pages more than they did in the first half of 1958 and $9,220,000 more in dollars.

The women's group was up only slightly in pages—3,695.2 vs. 3,608.1—but up substantially in dollars, $53,289,500 vs. $47,916,418.

■ The home magazines were down in pages: 3,342.4 vs. 3,387.7, but up about $400,000 to $29,455,176. Fashion magazines were off in pages, 2,461.3 vs. 2,627.7, and down about $500,000 to $10,773,296. Movie-romance-radio magazines were up 123 pages to 928.8 pages and up $600,000 to $6,038,978. Business magazines were up 113 pages to 4,639.5 pages, and up about $700,000 to $17,141,307. Youth magazines were up 48 pages and $335,000 to $2,634,926. Outdoor and sports magazines were up nearly 100 pages to 1,370.4 and up more than $700,000 to $5,065,666. Mechanics and science magazines were up 40 pages to 2,090.7 pages and $280,000 to $5,349,036.

Newspaper sections—PIB measures the First Three Markets Group and the *New York Times Magazine*—were down 120 pages to 1,702.9 and off $1,700,000 to $9,720,670. The *Times* magazine was off 16 pages at 1,473.6 but up $150,000 to $5,333,450.

Complete summaries, magazine by magazine, of linage gains and losses and changes in dollar volume will appear in Advertising Age July 20. #

Cunard Cruises to Compton Berth

(Continued from Page 1)

we are happy to know that Mr. Kelly will be available to work on our account, since he is so familiar with our business."

Not making the same move is Terry MacGrath, another Ellington vp, who has long been associated with the Cunard account. Also remaining at Ellington is the Trans-Atlantic Passenger Conference, an association of steamship companies.

Mr. O'Reilly said future Cunard advertising plans will be decided by Compton.

■ Cunard consolidated its $750,000 account with Ellington last year. Previously it split its account by medium, with Ellington handling newspapers and trade papers, and Kelly, Nason handling magazines.

Cunard operates a fleet of 11 passenger liners. It is the largest carrier on the Atlantic, transporting some 250,000 persons a year. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31 1958 **44,313**

HELP WANTED

EXECUTIVE ASSISTANT NEEDED

By established trade publication. A life time opportunity for ambitious creative man age 30-40. Must have flair for advertising, merchandising. Capable integrating into business with tremendous potential. Good starting pay. Submit resume detailing experience, education, salary requirements. Enclose snapshot if available.

Box 2670, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Real opportunity for young man with all-around capabilities in fast-growing trade publication. Start handling monthly production, promotional details, build into field editorial interviews. Previous trade journal experience helpful, not essential. Good starting salary, outstanding potential. Write or phone: **American Automatic Merchandiser, 619 Davis St., Evanston, Ill. (GReenleaf 5-6330).**

RADIO AND TV SALES

Growing, aggressive national rep firm expanding Chicago office. Looking for young (25-35) man with at least 2 years TV sales experience (local or national). Prefer man experienced in creative selling to agencies and clients. Please submit resume with recent photo.

Box 2671, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Four color slick int. mag., currently being reorganized, needs circ.-promo. mgr.; adv. sales mgr. who knows Latin American-U.S. market. Investment opportunity for staff in company. Send full particulars to

Box 2672, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE SALESMAN

If you are now an assistant to a sales manager of a publishing firm in any of the following fields: Employee Relations Materials, or Syndicated Advertising Materials, "Special-Field" publishing, Financial Publishing, Bank or Loan Field. —we have an opening that will give you the opportunity to grow. Job requires familiarity with needs of many fields and a business ability. Resume and Salary.

Box 2673, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALES - CHICAGO TERRITORY

Leading trade publisher expanding Midwest sales force wants space representative to sell auto and pleasure marine trade publications out of Chicago office. Salary plus expenses and incentive.

Box 2674, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

I AM LOOKING FOR AN ADVERTISING ASSISTANT TO THE PRESIDENT

If you are not afraid to "roll up your sleeves" and can forget about the clock, this could be the most important ad you'll ever read. We seek a young college man of high scholastic standing with schooling or training in advertising and an eagerness to learn the financial advisory business at first hand from the head of one of America's fastest-growing Investment Services. The man selected will have an eagerness to listen and learn, and an honest desire to become the best financial advertising manager and administrative assistant in the country. Salary is $5,000 yearly to begin, with increases as fast as deserved. Write, giving age, schooling, experience, etc., to

Box 2691, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION

Nationally recognized food processor in Florida needs experienced Promotion Manager for grocery line. Must have adequate training, successful experience background. Unlimited potential full employee benefits program. Write **P. O. Box 338, Bradenton, Florida.**

HELP WANTED

YOUNG MAN NOW SELLING GRAPHIC ARTS

Unusual opportunity in allied field. Established accounts with large potential. All benefits, start $8000 year. Must relocate to Cleveland area. Submit resume. All replies confidential.

Box 2693, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MR. COPYWRITER . . .

. . . if you can create exciting, effective advertising (writing circulars, house organs, and sales bulletins), you are invited to investigate an opening with LOOK Magazine's Subscription Division in Des Moines, Iowa.

The work is pleasant, the pay good, the future excellent—and there's no commuting. (You would probably live about 10 minutes from the office in a home surrounded by trees, grass, and genuine fresh air.)

If you are interested, let us know what you can do and what your salary requirements would be. Write: **Promotion Manager, LOOK, Des Moines 4, Iowa.**

SPACE SALES

Established publisher in youth field seeks experienced man for New York territory. Must have proven record of successful sales with top agencies and accounts. Substantial base salary and commission. Send Resume.

Box 2694, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING SALES MANAGER WANTED—No. 2 post publications serving oil, petrochemicals, title associate publisher. Must be experienced, aggressive, really ambitious. Starting salary $6,000, but keyed to volume, no ceiling. Don't want applicant who doesn't feel he can double that first year, triple second. **Box 977, Conroe, Texas, or call PLeasant 6-2427.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .....media .....production .....sales
"All is grist, which comes to our mill".
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

ADV. & SALES PROMOTION ASS'T.

College graduate, 25, some experience in adv., dealer contact, sales promotion, desires challenging opportunity.

Box 2660, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ACCOUNT EXECUTIVE - $10.5 M

Box 2675, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST TO ART DIR OR ADV MGR

Creative layout designer now employed, exp. in broch., sales promotion, house organ, ad, direct mail, publ. & catalog layout & production. Prefer Wisconsin manufacturer, publisher or printer.

Box 2676, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSUMER SPACE SALESMAN OR A/E AVAILABLE

Last 4½ yrs with prom 4A agency as A/E on food, appliance, and beverage accts. Invited to join agency after 8 yrs successful selling of leading Sunday magazine. Previous employers and clients as ref. Age 40, married 19 yrs, 4 children.

Box 2681, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR, fully exp. prod. layout, all phases magazine & pamphlet work. Seeks position public relations or heading up industrial publications staff. Degrees science, journalism. Well traveled, exc. writer. Now with leading nat'l magazine.

Box 2682, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

CREATIVE ART DIRECTOR

Border to Border & Coast to Coast, Somewhere's an agency that needs me most and will let me prove its true that a man isn't thru when he's 52. Studio, 4-A agency & free-lance exper. on N.P., Mag. & Nat'l accounts. Direct Art Dept. & photography; handle production.

Box 2677, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISILLUSIONED HEIR-APPARENT TO FAMILY BUSINESS TAKES STOCK

of self, sees need to change for maximum development of abilities. Seeks career opp'ty, Adv. or Sales Prom., Phila. area. Experience: copy, promotion, ad planning, sales analysis, sales mgmt. Eager to prove worth. 29, married, BA, MA, 1/2 MBA. Detailed resume on request.

Box 2679, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CREATIVE AD MANAGER

10 yrs. solid exp. all phases Adv. and Sales Prom. - Capable of planning and following through complete programs. Accomplished writer. Record of successful promotions. Self starter, personable, college grad., 36, family, relocate.

Box 2678, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CORPORATE MANAGEMENT

Well integrated male is desirous of locating organization seeking person to fill or create position of GRAPHIC DESIGN DIRECTOR. Versed in Thinking, Planning, Design, Production and working with people. Write, "Receptive"

Box 2680, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYTAMER. Wild ideas captured and tamed for presenting to large audiences, consumer or industrial. 9-yr. safari includes agency, mail order, small and large co. Present cage too small. Hurry! Hurry!

Box 2683, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE ADVERTISING MANAGER

Auto parts, const. eqpt. Big budget admin. Good PR, Exh. Mdsr. Top creative man.

Box 2684, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LOOKING FOR A "WORKER"

Yg man 2 yrs. well rounded mkt. resh. exp. seeks resp. and oppty. with firm in N. Y. area. Will send resume upon request.

Box 2685, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ARTIST - LAYOUT

Young creative layout designer now employed. B.A. Degree. Offers exp. in layout, fin. art, ill., direct mail, ads, house organs & sales prom. Married. Reliable. $5,200.

Box 2686, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING RESEARCHER

Five years experience with leading market research firm. Senior Market Analyst. Store Audits. Distribution Studies. Copy Tests. Consumer Studies. B.S. M.B.A. 34, Married. Minimum $7000.

Box 2687, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

VERSATILE LAYOUT MAN

Tired of commuting, would like interesting opportunity in smaller city or town. Studio, adv. dept agency experience. Knows production, contact.

Box 2692, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

N.Y. AREA ADV. SPACE SALESMAN

Available for industrial, trade or general business publication. Wide experience with top accounts and agencies in East.

Box 2689, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PUBLIC RELATIONS

—Strong in contact and editorial. Double in brass as speaker; sales promotion idea-man. Write: **Mr. McNulty, 1551 N. Dearborn, Chicago 10.**

HOW TO INCREASE SALES

Simple. Add this creative sales-promotion manager to your team. Provable sales-getting results. Write for resume and or interview.
Mr. Allen, 1520 N. State, Chicago 10, Ill.

YOUNG ACCOUNT EXECUTIVE with Billing

Now writing own copy but prefers to concentrate on plans and service. Desires affiliation with small to medium-sized agency with progressive growth policy. Has interesting background in consumer and trade accounts.

Box 2695, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ARTIST: shirt-sleeves AD for sales-seeking agency. Adv/prom exp AAA to Ziv Creative ideas, design, type, cartoons.

Box 2696, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

SPACE SALES - Chicago & Cleveland

Two space salesmen or reprs. needed, prefer recent college grads., 1-3 yrs. adv. sales experience. Excel. opport. with growing nat'l. pict. news mag. for mgt. Send resume, salary req.,
NEWS FRONT, 21 W. 45 St., New York 36

OPPORTUNITY FOR SPACE SALES

Representatives - firm or individuals - to represent well accepted journal in power and energy field, nationally or in selected areas. Must have proven ability and present fullest details in confidence, first letter. Commission basis.

Box 2688, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

Midwest Publishers Representative Available Chicago Headquarters

Box 2575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CALIFORNIA SPACE SALESMAN

12 yrs. exp. Top references & contacts. Comm. basis. College grad, 34. Write: **R. Arnell, 2029 S. LaCienega Blvd., Los Angeles, Calif.**

BUSINESS OPPORTUNITIES

DIRECT MAIL. Partner wanted -$15,000 capital & active interest in growing nationally accepted dir. mail adv. med. High potential. **I. M. Ames, 1261 B'dway-N.Y.C.**

Knowledgeable 'inside man' with small, talented group and substantial billing located in Delaware Valley is looking for sincere, topnotch 'outside' man will billing who wants to help and share in growing agency. Reply in strictest confidence.

Box 2690, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

NOW get saturation spots on Radio & TV Contest Shows in So. Calif. & West at low cost. Write **Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.**

Mid-North Studio at Lincoln Park—New deluxe 4 rm. woodbrng firepice, mod. kitch., bar, outstanding patio. 315-21 **Webster Ave. Wh. 4-8846.**

SUPERVISOR—ADVERTISING SCHEDULE AND CATALOGS

Leading construction and materials handling equipment manufacturer looking for idea man, experienced in all phases of advertising, preferably construction. Primary duties: work with advertising agency in preparation of extensive advertising program directed to various industries; supervise preparation of catalogs and specification sheets. Write briefly giving full personal details. Box 609, Advertising Age, 200 East Illinois Street, Chicago 11, Illinois.

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

PUBLICATION WANTED

Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.

Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

MARKET RESEARCH ASSISTANT DIRECTOR

Agency experience preferred. Background in all phases of consumer, product, copy, and media research. Minimum four years' experience. Send résumé to: **Mrs. West, Gordon Best Company, Inc., 228 North LaSalle St., Chicago 1, Illinois.**

NEW ENGLAND OPPORTUNITIES

Ad Mgr. Paper Industry pfd.	12-15M
Acct. Exec. Tech. Recruiting ads	10-12M
Asst. Art. Dir. 4A Exp.	10M
Copywriters (sev.)	—open
Asst. A. E. some copy	to 7.5M
Sales analyst cons. exp	8-10M

Special:
Brand Manager exp. in new product devlmt major consumer gds mfr. salary 18-25M

All inquiries received in strict confidence

SOS PERSONNEL BUREAU
127 Tremont Street, Boston 8, Mass.
"Recognized for Quality in New England"

Available
HIGHLY QUALIFIED MATURE PR MAN

Impressive 30-year background. Good writer and contact. Personable appearance. Now PR consultant to ad agencies. Seeks PR position with ad or PR agency, corporation or association. PRSA member.

Box 606, Advertising Age
630 Third Avenue, New York 17, New York

PRODUCTION MANAGER

Chicago office of national Advertising Agency needs Production Manager. Must know engraving, typography, printing processes. Good starting salary. Age 30 to 45 years. Reply in confidence to Box 607, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

RESUMES

100 one-page resumes **$6.00**
(check with order)

Two-Page Resumes
100 for $10.00

Includes editing and correction of spelling and grammar.

For help in how-to-write a good résumé, how to use it, what form to use, worksheets and price list, send $1.00 for our Résumé Kit. (Dollar credited when you order résumés.)

RESUME SERVICE, INC.
Box 13-C Bath, Ohio

Our 48th Year

AE, foods. VERY heavy in marketing including thru brokers. Big agency ..... to 30M
ART DIR., agency. (NOT one who's commonplace in a highly professional way) ..... to 20M
HEAD TIME BUYER, spot. Major agency. Some travel. 12-13M
COPY, all-around. Southwest. $10M
COPY-CONTACT, Industrial, some consumer. Midwest. $8500

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

50-YEAR OLD PUBLICATION NEEDS SPACE REPRESENTATIVES

Well-established trade publication now under aggressive new management has unusual, profitunity for several qualified representatives. Active fields include: coal heat, furnaces, building materials, trucks. New promotions are bringing in leads . . . tell us all about yourself in letter. Personal interview will follow. Write fully. Box 605, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

DIRECTOR SALES PROMOTION & TRAINING

Creative challenge for a man who enjoys managing a complete Advertising and Sales Promotion and Sales training operation as well as applying mature aesthetic design skill. This opportunity with a leading, progressive, profitable company which plans to double its sales in five years and is internationally active. The right man is 30 to 45, highly imaginative, of executive stature with sales training, advertising and sales promotion management experience. Base salary $14,000 to $18,000.

Box 610, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

INDUSTRIAL ADVERTISING ASSISTANT

Specialty steel mill in Chicago area needs ambitious man with some practical experience in industrial writing and/or direct mail, house organ, and advertising production. Knowledge of metals or manufacturing processes helpful, but not essential. Ability to work and learn our business is important. Age open. A wide variety of assignments in a relatively small but productive advertising department offers opportunity for growth in a substantial company offering other benefits. Write in confidence but please be specific giving salary requirements to: Box 614, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CREATIVE MAN

The "ole pro" we're looking for needn't be old. Could be as young as 30. More important is his ability to think through a problem; dig for the facts; design a plan; and write outstanding copy that sells client benefits. In other words, basic professionalism and proved **creative experience in all media** to give this 25-year-old 4A agency greater depth of service. If you're this rare person, write us in confidence today.

Ritchie Adv. Agency, 648 Bank of Commerce Bldg., Houston, Texas.

Unusual Opportunities for Two Unusual Copywriters

Two men in Chicago area now or desiring to return there will find a most congenial atmosphere and unlimited opportunities to grow in this growing Chicago agency. But these qualifications must be met precisely: (1) Extensive agency experience in writing for all media, but especially television; (2) Experience in proprietary drugs. Box 613, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ART DIRECTORS FOR EXPANDING NEW YORK AGCY.

2 A-D's—top creative. ($10-15,000). Also Supervising A-D ($17-25,000) with administrative skills and proved ability for on-the-ball thinking, off-beat development, critical follow through. 9-Man department. If you've demonstrated extraordinary creativity, send résumé including initial salary requirement, in confidence to A. L. Stens, Box 611, Advertising Age, 200 E. Illinois St, Chicago 11, Ill.

ADVERTISING AND SALES PROMOTION ASSISTANT

Excellent opportunity for creative writer under 30 with 2 years experience, preferably with Industrial Agency of Manufacturer. College graduate preferred, with degree in Advertising, Journalism, or Marketing. The job is planning, producing and scheduling advertising and promotional materials for growing Chicago basic steel producer and specialty steel manufacturer on South Side. Advancement potential, liberal company benefits. In reply, give age, salary requirements, and complete résumé of education and working experience.
Box 612

RADIO & TV LEADS TAKEN

Our charge for this service is only ten cents per lead, plus collect calls and outgoing mail.
RADIO-TV SWITCHBOARDS
MAdison 5-8885
436 Douglas Bldg., 257 S. Spring
Los Angeles 12, Calif.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

WALKER
Better Jobs—Lower Fees

A. E. package food yg	10M
ADV MGR conveyor equip	7-9M
ADV MGR ASST lite mfg. co.	10M
ADV MGR (2) retail exp	7-9M
ADV & SALES PROM medical prod	10-12M
ADV MGR financial inst.	7-8M
ADV MGR food chain	9-12M
PROM MGR medical equip	7-8M
BUS. EDITOR financial	9-10M
COPY col. grad. yg agr. exp.	6-7M
TECH WRITER ad agency	7-8M
SCRIPT WRITER technical, security material—plus audio visual	7-9M
+ SEV BEGINNING adv positions	open

Send complete résumés to us for confidential handling
212 South 7th Street, Minneapolis 2, Minn.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

ADVERTISING
We handle your employment problem confidentially and effectively.
SALES PROMOTION SUPV. $12.500
Sales, Sales Promotion supervision in foods. Foreign service.
CREATIVE ACCT. EXEC $12,000
Agency needs key man with copy exp. in space, collateral, direct mail.
ART DIRECTOR $12,000
Indust. and consumer exp. in modern art for highly rated ad agency.
DIV. MANAGER $10,000
Food or Brewing, mdsng. exp. Will hire and train regional personnel.
MARKET RESEARCH $10,000
Indust. exp., broad administrative function in mkt. research.
COPY-CONTACT $10,000
Solid indust. bkgd. Capable writer, good contact and admin. exp.
B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

TEMPUS—*Piel Bros. is offering this vinyl display to dealers. Each dealer is given a font of type, and opening and closing hours are set by moving the notched wheel at the sides of the display. Thompson-Leeds, New York, designed and produced it.*

Another First for Veteran Broadcast Gal: Reggie Schuebel Named VP of GB&B

(Continued from Page 2)

resulting in a saving of $20,000 per broadcast.

Looking back over broadcasting's phenomenal growth, she finds there's been no basic change in the time buying business since radio—"technically and creatively, yes, but not in buying." And success in the business is still "often more a case of knowing *who*, than knowing *what*," Miss Schuebel has found. In her case, she knows just about everyone, having spent a great deal of time traveling and meeting station people.

Thoroughly feminine in appearance, and in manner when talking to a woman, she can turn around and "talk to a man as tough as any man would talk," according to one of her confreres. Direct and honest—even blunt at times, she asks and gives no quarter.

This honesty and her shrewd business mind have earned her the respect and cooperation of the industry. "They'll do things for me just because they've known me so long—but they know I'll never ask them to do anything that I wouldn't want them to ask me to do," she maintains.

■ The Schuebel story started in the Biow Co., when she got a job as secretary (though she didn't know shorthand) to Kenneth Goode, one of the copy greats, who was finishing up his book, "Principles of Advertising." "Those principles are just the same as when I first heard about them," she said.

When the book was finished, she was transferred over to be Milton Biow's secretary. "I still didn't know shorthand, but I had a pretty good memory, and I always sent the letters out before he saw them—or something," Miss Schuebel recalled.

Then, as she jokingly tells the story, she decided that since she didn't know what she was doing, she'd better get into a field where nobody knew what anybody was doing—radio. "It was all trial and error, and as I look back on those early days, I don't know how I ever got by." But get by she did, ending up not only on the Bulova account, but also marrying John Ballard, president of Bulova.

The Bulova time signals proved to be one of radio's first success stories, and she has many an anecdote from those days. One of her favorites is the announcer on WCCO, Minneapolis, who one night announced: "It's 9 p.m., and this one's on the house."

And then there was the uproar when the announcer at WJSV, Washington (now WTOP) gave the time signal with a recording of a cow mooing in the background. "Whatsamatta bossy?" he asked. "Did you have a Bulova time?"

"That's the first time I had ever heard of Arthur Godfrey," she recalls.

■ When she and Mr. Ballard were divorced, she decided to leave the agency, too. It was 1942, when television and the Duane Jones Co. were just starting. She joined Jones as radio director, and persuaded a few clients to experiment in tv. The arrangement was for the client to pay half; the agency to pay the other half.

The two main experimenters were Mennen with a sports program, and Bab-O, with a supermarket quiz. In making the transition to tv, she found it was "basically no different from radio; it was just sight added to sound."

■ In 1951, about six months before the Jones agency came to its melodramatic end, she joined with John Wyatt, then radio-tv head at Grey Advertising, to set up Wyatt & Schuebel, an "agency's agency" handling radio and tv for out-of-town advertising agencies.

In 1954, Mr. Wyatt withdrew from the company, and the name was changed to Reggie Schuebel Inc. For two more years it continued buying time, issuing contracts, filming, etc., for a long roster of agencies across the country.

■ In 1956, when the Presidential election came along, she joined Norman, Craig & Kummel on the Democratic account—"something very dear to my heart." She moved to the party headquarters in Washington and became the campaign time buyer.

"I worked harder than ever before, but it was the single most interesting job I've ever had," she said, looking over at a framed photograph of Adlai Stevenson, given a prominent spot in her office. Its autograph: "To Reggie Schuebel, with gratitude for her gallantry in combat."

In April 1957, she joined Guild, Bascom, which had been one of her contented clients during the years when she had her own business.

Advertising apparently runs in the family; her son, Bill Ballard, is a copy group head at Batten, Barton, Durstine & Osborn. #

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Texas Legislators Kill Bill to Tax Dailies ½¢ per Inch on Ads Over $1.20

(Continued from Page 2)

say a free press. It says freedom of the press."

In reply to a Houston representative's comment that "the newspaper industry is pretty sick," Mr. Stroman asserted, "They will sell more newspapers if the people know 1¢ or 2¢ is going to the state.

"Some newspapers are so big, they should pay you to read them."

■ The high cost of political advertising occupied a significant place in the minds of legislators.

"Why is political advertising twice as high as the cost of a regular advertisement?" asked Rep. Robert L. Bowers Jr., of Brownsfield, who voted in favor of the tax.

"I guess they want some political gravy," Mr. Stroman replied. "They charge him double for an advertisement. Then they expect him to be honest when he gets down here (to the capitol at Austin)."

■ Mr. Stroman commented that the press corps at Austin gets free space in the capitol, and that it is expensive to the state to get a record vote on an issue when the press corps requests it.

"The press talks a lot about public service," said Rep. Louis Anderson of Midland, who was not recorded as voting on either side in a list published by the *Houston Post*. "Don't you think it would be a pretty good public service if they ran our advertisements free?" #

Beam Distilling Promotes 3

Robert N. Dorn, director of advertising of James B. Beam Distilling Co., Chicago, has been named director of sales of Clear Spring Distilling Co., Chicago, a Beam subsidiary. Mr. Dorn has been succeeded by Sanford Greenwald, who has been named advertising director in charge of print, and Barry Berish, who was promoted to advertising director in charge of outdoor and point of sale.

Scott Named Sales Manager

Bennett O. Scott has been named general sales manager of WIND, Chicago radio station of Westinghouse Broadcasting Co. Mr. Scott, with the station since 1943, has been local sales manager for the past eight years. He replaces John T. Carey, who retired.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name _____
Street _____
City _____ Z ____ State _____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Admen Tell FCC: Nets Should Run Programs

(Continued from Page 1)

not necessarily produced by, the networks. But participating vehicles generally tend to restrict the agency-advertiser influence on programming.

The question of the advertiser's influence on program content and his restrictions on subject matter was raised repeatedly by FCC's counsel, Ashbrook P. Bryant. Every time the question came up the agency men admitted that the advertiser does impose limits on the areas to be covered by tv. For example, most of them want nothing to do with controversy, it was pointed out. But the agency men insisted that the advertisers are not putting the creative man in a straitjacket.

■ When these hearings resume in Washington July 21, attention will shift to the advertiser. First advertiser up will be Firestone Tire & Rubber Co., which has had more trouble holding onto its network tv time than any other sponsor, and whose forced cancelation on "The Voice of Firestone" drew wide attention.

Firestone's testimony is expected to come from Joseph H. Thomas, secretary and general counsel; Charles Ryan, director of merchandising and advertising; Alfred McGinness, national advertising manager, and Howard Barlow, longtime conductor of the ill-fated show.

■ This week's agency testimony is recapitulated as follows:

C. T. Clyne

Leadoff witness was C. Terence Clyne, who as senior vp in charge of tv and radio at McCann-Erickson, rides herd over more than $100,000,000 in broadcast billings. A great deal of Mr. Clyne's lengthy testimony was devoted to providing a generalized, basic answer to the question of how an agency plans a marketing campaign incorporating network tv.

The course of the questioning by FCC's counsel, Ashbrook P. Bryant, left the impression that as an agency tv decision maker Mr. Clyne does the best he can to buy a show that fits the needs and limitations—budgetary and otherwise—of his client's product—assuming that network time can be secured for the show and that a co-sponsor can be found to help share the cost.

The McCann executive said the ideal tv program would (1) provide maximum circulation, (2) have a dimension that would leave a pleasant corporate image in the mind of the consumer, (3) influence more people to buy the product and (4) keep the dealers and distributors and everybody associated with the product happy.

■ But in actual practice, Mr. Clyne noted, an advertiser frequently may have to subordinate one of these aims to another. For example, he cited Chevrolet's "Dinah Shore Show," which does not "rate as well as a western probably would" in her spot, but which gets across the Chevy image in a satisfactory manner.

As for the agency's role in programming, he said that McCann has produced several specials and expects to do more in the future; it also produces two regular series, "Sky King" and "Death Valley Days."

In the past few years, he continued, shows have been bought from independent producers only if they were willing to permit the agency to participate creatively in the program. This, he said, was a matter of an understanding between the agency and the producer; technically the agency had a voice only in the "areas of taste and policy." In the case of network productions, particularly those with participating sponsors, the agency's role usually is a much more passive one, he said.

As a company policy, certain subjects are considered unsuitable for tv, Mr. Clyne said, giving two examples: (1) A script concentrating on the one-tenth of 1% of the U. S. population which lives in misery (a big corporation doesn't want to spend a lot of money to "leave people feeling unhappy") and (2) a story reflecting on the armed services, even though it were a true story based on that "one case out of 1,000,000."

■ People at McCann-Erickson he said, have looked at 225 to 250 pilots in the past three months, from all sources. But a list of McCann-placed shows signed for the '59-'60 season and submitted as evidence consisted mainly of packages produced or controlled by the networks. There were about 22 such shows, against some five agency and independent productions.

(This list was broken down on the basis of who controlled the air rights to shows, rather than who actually produced them, hence the high number of network shows.)

■ Mr. Clyne said that the advertiser-agency influence on programming—that is, the sponsor's ability to install a program of his choice in a prime nighttime period whether the network wanted it or not—is directly related to the economics of the tv industry. If it's a seller's market, the balance of decision-making power weighs heavily with the networks; if it's a buyer's market, the networks are more amenable to the desires of the sponsors.

In the days before ABC became a strong competitor, CBS and NBC had things pretty much their own way. But last year the combination of ABC's emergence as a major network and the general economic setback swung the balance of power back toward the advertiser, the agency man asserted.

The coming season, however, finds the pendulum swinging back toward network control. This is partly due, Mr. Clyne pointed out, to improved business, with the networks likely to be 90% to 95% sold out for nighttime, as compared with 80% last season.

■ The second major factor which has tightened the networks' grip on program control, according to Mr. Clyne's testimony, is the trend toward multiple-sponsored, key-slotted hour shows. He confirmed the fact that many of these network-controlled programs come from the same suppliers from whom advertisers have been obtaining their sponsor-controlled packages. This type of participating sponsored show reduces to a minimum the agency's creative role in programming, he said, since it would be impractical for four different advertisers to try to get into the creative act on a single show.

■ Several times during his testimony he called attention to the open-mindedness of the networks. He said the networks' control of programming would present a difficult situation only if they ever adopted a philosophy of program content that had no relation to the advertisers' needs.

"The networks are realistic enough to recognize that circulation is not the only consideration of the advertiser," Mr. Clyne said. "If they didn't, they wouldn't have the major advertisers" as customers.

Robert Foreman

Sponsors' limitations—if any—on the range of tv subject matter was a question that came up repeatedly. Robert L. Foreman, exec vp, BBDO, said that the question of policy imposes certain limits on subject matter that can be recommended to advertisers for use as regular network programming fare.

"Most advertisers don't want to spend their dollars to arouse controversy that can in turn reflect ill on them," he said. "That would be bad business." He said that he had seen "instance after instance" in which a small amount of mail or a few critical comments in the trade press had made an advertiser apprehensive about his tv program.

Mr. Foreman cited two examples of how an advertiser's policy might affect script decisions—both of them admittedly extreme cases: (1) No auto maker would want to participate in a show which depicted the auto as the "ruination of the world"; (2) a drug account would want nothing to do with a melodrama about death by poisoning.

■ But Mr. Foreman went out of his way to defend advertisers against general criticism of their adverse influence on programming. "We hear and read a great deal about the cross the public has to bear"... he said. "But I don't believe this. In most cases, the advertiser's aim is the same as the public's—a good show."

The BBDO executive, who testified that his agency is billing about $200,000,000 this year, said there is more scope and variety available to sponsors of specials than on regular series. Most BBDO-placed nighttime tv business for the coming season, he said, will be in the special category: 26 specs against 9 regular series for the 1959-'60 tv year. The spectaculars will be used for corporate and product advertising, he said.

Most shows on the BBDO roster were bought from independent producers, rather than from networks, but Mr. Foreman also noted a general trend toward hour-long programs controlled by the networks and sold to multiple sponsors. Mr. Foreman welcomed this development, indicating that it gives advertisers flexibility they didn't have before by permitting them to buy minutes on a seasonal basis. This, he intimated, is helpful to lower-budget advertisers, as well as to seasonal buyers, and is "extremely important to agencies."

■ He agreed with McCann's Terry Clyne that the ultimate responsibility for selecting and scheduling network shows must rest with the networks.

While questioning Mr. Foreman, Mr. Bryant pointed out that under the law the responsibility for programming rests with the individual station. He asked Mr. Foreman if he thought it was practical, in the case of national network programming, for the station to exercise such responsibility.

"I'm afraid not," Mr. Foreman said. He added that the stations in practice don't have the authority, and if they did, he said, "economics are such that they would not long be in business."

Mr. Foreman also voiced the opinion that it would make no difference to agencies in implementing ad campaigns if statutory or rule changing provisions were made to give networks the responsibility for programming on much the same terms that stations now have.

Richard Pinkham

Strong support for "ultimate" program control by networks came from Richard A. R. Pinkham, who was an NBC programming vp before he joined Ted Bates & Co. He put Bates' billings at more than $100,000,000, 80% of which goes into broadcasting.

Mr. Pinkham said he thought the ultimate responsibility for the choice of programs and their scheduling must rest with the networks, "even though it's not always in my best interest, since sometimes they choose a program I disagree with."

If advertisers and agencies had this authority, it would tend toward tv stagnation, he said. And certainly the responsibility shouldn't be given to the government; so that leaves the networks, he continued.

The Bates senior vp said there isn't a company that wouldn't love to sponsor "Hamlet," the Sadler's Wells ballet, or the Chicago Symphony, if it was consistent with good business practice. Companies would like to have the prestige and stature that comes from association with such ventures, he said, but such choices are not possible for package goods products like soaps, cigarets and drugs, which must have mass circulation advertising.

■ Mr. Pinkham said it is up to the networks to see that continuing vitality is injected into television. "Without this continuing vitality, television can be hurt as an advertising medium," he continued, "but I don't think an advertiser or his agency can have this uppermost in his mind. We are business men, buying for business reasons."

Pointing out that 45% of the network fall schedule is made up of westerns or suspense dramas, he urged network experimentation to inject new formats, writers, stars, directors and producers into the medium. He suggested a half-hour experimental period like the old "CBS Radio Workshop" program.

As for his buying preference for his lineup of primarily package goods clients, Mr. Pinkham indicated that they are anything but daring.

"The penalty for failure is so great that we tend to go with those production companies which have demonstrated that they are professionals," he said. "The prudent tv man will select a producer he knows can be relied upon to keep up with the breakneck pace."

■ He described advertisers as reasonable people and denied that sponsors are putting creative men into straitjackets. But he readily admitted that he would "turn down a show that would be so hotly controversial that it was not in the best interest of the client," adding: "That's what I'm paid for."

Compatibility of program and product and creation of an over-all product image are lesser considerations for package goods advertisers whose principal desire is for mass circulation than they are for marketers of higher-price items, Mr. Pinkham said. His example of a non-compatible program being used by Bates (for Viceroy cigarets) drew a laugh: "I don't think you can classify a western as a thinking man's program."

The agency man recalled only one script that the agency rejected all season for policy reasons, of all those seen during the year for 15 nighttime shows. Most of the business policy restrictions put on shows by sponsors involve "little taboos," Mr. Pinkham said. Among his examples: A filter cigaret sponsor which required the heavies on his action show to smoke non-filter cigarets; the same policy statement in reverse was issued by a regular cigaret sponsor presenting the same kind of program.

Dan Seymour

J. Walter Thompson Co. has had no serious trouble lining up the kind of buys it wanted for the 1959-'60 season, despite the fact that about 65% of the programming is produced or controlled by the networks.

This was the impression left by Dan Seymour, JWT's vp for radio-tv, who was asked by Mr. Bryant about how agencies felt about network program control, especially when programs were scheduled

What FCC Wants to Learn from Agencies

1. The extent, if any, to which networks or others seek to control or do control tv programming.

2. The extent to which network ownership or control of programs for tv exhibition is necessary or desirable in the public interest.

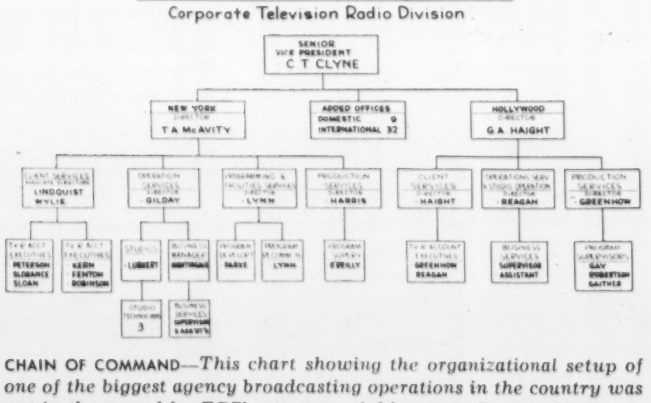
3. The extent, if any, to which networks exclude or seek to exclude programs not owned or controlled by them, or in which they have not acquired a financial or proprietary interest, from access to network tv markets.

4. The extent, if any, to which networks demand or require financial or proprietary interest in independently produced programs as a condition precedent to consideration for exhibition of such programs on the tv networks.

5. The participation of networks or persons employed or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for tv syndication or non-network tv exhibition. #

McCANN-ERICKSON INCORPORATED

Corporate Television Radio Division



CHAIN OF COMMAND—*This chart showing the organizational setup of one of the biggest agency broadcasting operations in the country was put in the record by FCC's attorney, Ashbrook P. Bryant. McCann's top radio-tv executive, C. Terence Clyne, led off a parade of agency witnesses. He said the agency's domestic billings now total about $200,000,000 annually, of which more than half is in broadcasting. Tv accounts for $85,000,000 of the total, with $65,000,000 going into network and the rest into spot.*

and offered to sponsors on an "arbitrary take-it-or-leave-it basis." Mr. Bryant indicated the 1956-'57 and perhaps the 1959-'60 seasons fitted this description.

JWT was not vitally affected in either season, Mr. Seymour said, since much of its buying had been done early.

■ As for networks making schedule changes, Mr. Seymour said there were valid competitive reasons for these. ABC, for example, shook up its Monday night lineup and installed blocks of multiple-sponsor hours in an attempt to do a better job of fighting the competition and to make Monday a profitable night, he said.

Mr. Bryant asked if ABC could not have placed the shows on its Monday schedule without acquiring the licensing rights. "Possibly, yes," replied Mr. Seymour. "But somebody's got to assume the financial risks and it's the network that's taking the risk."

Then Mr. Bryant asked Mr. Seymour if what he was saying was "that the reason for the networks' acquiring control of a program was to be in a position to retain it should it become a hit—regardless of the advertiser's wish to move it elsewhere."

This, replied Mr. Seymour, was one of the reasons networks preferred to control programs. He added that the advertiser could come in with a show of his own choice and find network time—if he did it as early as February, before schedules were set.

■ He said he was not terribly concerned with this control as long as the show is compatible with the product and the agency is permitted to have a role in its production.

"At the point where we would be dictated to, we would not only express displeasure, we would withdraw our advertising," Mr. Seymour asserted.

The JWT executive agreed with other witnesses that the ultimate responsibility for selection and scheduling programs should rest with the networks. "I know of no other group which is willing to assume the kind of financial burden entailed in this responsibility," he said. "They are already taking that responsibility and handling it quite well."

■ Mr. Seymour said he had yet to receive a program submission from a local station "that was what we consider network calibre."

He put JWT's billings at $300,000,000, with $200,000,000 of that total coming from the U.S. and 50% of that figure invested in tv.

Mr. Seymour disputed the FCC counsel's suggestion that sponsors have what amounts to a veto power over scripts. Sponsors do, the agency executive said, try to watch over the subject matter to make sure the millions of dollars spent to create good will don't stir up ill will in any segment of the audience, however small.

There was the case, it was explained, of the JWT food account that gave up a program because it showed too much violence. The sponsor considered this neither compatible with his ad approach nor with the public interest.

■ Among the subject matter areas considered out of bounds by JWT, he indicated, are political mention or the portrayal of racial or religious groups in a poor light.

Peter Levathes

An example of a sponsor who was unable to keep the program of his choice on the air in the time period of his choice was put on the record during the testimony of Peter Levathes, vp and head of the tv-radio department at Young & Rubicam.

Mr. Levathes testified that the "Kaiser Aluminum Hour" was asked to move to a later time period in the spring of 1957 to make way for a program which NBC thought could compete more aggressively against the then very popular "$64,000 Question" on CBS.

NEW AGENCY, NEW AD—*Orscheln Lever Sales Co., Moberly, Mo., has named Jackson, Haerr, Peterson & Hall to handle its advertising. This is the first ad prepared by the agency. It will run in trade publications this fall.*

The sponsor refused to move to the later time, and the spot was eventually filled by an NBC-controlled show, "Suspicion." The agency man said he considered the network's position in this case an "arbitrary" one.

The Y&R vp termed the extension of one-hour multiple-sponsor shows an interesting development that may serve two purposes: (1) Enable the small advertiser, who can afford a minute but not a full show, to get on the air and (2) permit the big advertiser to diversify his tv coverage and spread his risks by participating in many shows and time periods.

■ Estimating that there are 33 network-controlled hour shows on the fall schedule, he voiced the hope that the trend would stop there. He does not want to see tv evolve into a kind of run-of-schedule system, with an advertiser buying a piece of time much as it now buys a magazine page.

Mr. Levathes estimated his agency's '59 billings at $230,000,000 (U. S. and foreign), with broadcasting—mainly tv—accounting for about $100,000,000 of the business.

Philip H. Cohen

Another specific example of an advertiser who was unable to place the show of his choice in a network period of his choice was given by Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles vp. A few years ago, he said, the agency was unable to get CBS to accept "The Man Who Came to Dinner" as a replacement for "Meet Millie." When the network installed a package called "Joe & Mabel," the advertiser dropped the time. (Editor's note—The aggrieved advertiser was Carter Products.)

Mr. Cohen said he did not consider this an arbitrary decision on the part of the network. "It was," he continued, "merely a matter of program judgment." The CBS programming boss believed "The Man Who Came to Dinner" could not sustain a series. Added Mr. Cohen thoughtfully: "He may have been right."

He put SSC&B in the $45,000,000 billings class—60% of that in tv and radio. #

Harry Bennett Joins Durham

Harry W. Bennett Jr., formerly senior vp and chief administrative officer of Joseph Katz Co., New York, has joined Robert C. Durham Associates Inc., New York agency broker.

Last Minute News Flashes

Sherman Leaves Colgate; Bricker Succeeds

NEW YORK, July 10—Stuart Sherman has resigned as corporate vp of marketing of Colgate-Palmolive Co. in order to obtain "the full rest necessitated by a serious eye illness." He will continue on the board of directors where he has been since 1948. He will be succeeded by John L. Bricker, former exec vp of Outdoor Advertising Inc., who joined Colgate in May as vp of marketing planning. Mr. Sherman's association with Colgate began in 1931 when he joined as a salesman. He founded the Sherman & Marquette agency in 1938—which handles considerable C-P business—subsequently sold out and in 1956 rejoined the company in his present capacity.

Nets Stymied Efforts to See Pilot TV Films, FCC Told

NEW YORK, July 10—Lewis H. Titterton, Compton vp, testified at the FCC hearing (See story on Page 1) that ABC-TV earlier this year refused to let Procter & Gamble view two pilot films after an independent producer had set up the screening date. He said the agency was told the shows could not be shown unless the name of the client was revealed and the client promised to put the show in a specific ABC time period—provided the advertiser liked the program. He also cited a case where CBS refused to show the New York Compton executives a pilot that had already been viewed by the agency in Hollywood. He gave two examples of instances where the advertiser was considering buying a particular show from an independent packager only to find that a network, NBC in one case and ABC in another, had already obtained the air rights. The networks later sold the shows to the same interested advertiser—Procter & Gamble.

Schulze & Burch Names Compton Advertising

CHICAGO, July 10—Schulze & Burch Biscuit Co. has appointed Compton Advertising as its agency, succeeding Roche, Rickerd & Cleary. The company markets Flavor-Kist cookies and crackers primarily in 14 midwest states. This is the fifth new account for Compton, Chicago, since March. Others are Otoe Food Products Co.; Fastex division, Illinois Tool Works; Eversharp Pen Co. and Capitol Co., maker of Bunn coffee brewing equipment.

Wyandotte Olives Account to Botsford, Constantine

SAN FRANCISCO, July 10—Botsford, Constantine & Gardner has been awarded the Wyandotte Olive account, formerly handled by Wenger-Michael Advertising, effective immediately.

'Reader's Digest' to Set Metropolitan N. Y. Edition

NEW YORK, July 10—*Reader's Digest* is about to announce a new regional edition covering the New York metropolitan area and having a circulation of "over 1,000,000." Rates for the edition, which is expected to bow in January, will be announced later.

O'Neil Joins K&E, Detroit, on Ford Import Account

DETROIT, July 10—Francis O'Neil, formerly manager of D'Arcy's Studebaker contact office in South Bend, has joined Kenyon & Eckhardt here as account executive on the Ford import line. K&E, Detroit, has also named Carl L. Yager assistant account executive for sales promotion on Mercury. He was formerly Detroit copy supervisor. Mr. Yager's successor is Sam Gaylord, formerly with Campbell-Ewald.

Pharmaco Names Brown & Butcher; Other Late News

• **Pharmaco Inc.**, Kenilworth, N. J., has shifted advertising for Saraka laxative, Inhiston and Imra from Ellington & Co., New York, where it has been for a little more than a year, to Brown & Butcher. The account reportedly bills around $200,000, mostly for Saraka.

• **William W. Holman**, who until recently had been advertising director of *Sports Illustrated*, has left Time Inc. to study for the Methodist ministry. When Mr. Holman was succeeded by L. L. (Pete) Callaway as ad boss of *Sports Illustrated*, it was announced he had shifted to *Life* in a managerial capacity and that he might take over a branch office (AA, June 29). Mr. Holman said today he had been thinking of the ministry "for several years" and had made up his mind "a few weeks ago."

• **Sid Stone**, actor and former tv comedy pitchman on the Milton Berle show, has been granted a summary judgment in New York supreme court against Goodson & Todman on the ground that "The Price Is Right," a G-T package, was "substantially lifted" from a 1953 idea presented to Goodson & Todman by Mr. Stone.

• **William Doscher** has joined Arthur Meyerhoff Associates Inc., Chicago, as director of marketing research, a new position. Mr. Doscher previously was market research manager of Simoniz Co.

• **The National Sales Executives** will probably launch an official publication, with advertising, in January or shortly after the first of the year. It has not been decided if the publication will be a weekly or monthly.

• **Richard F. Gorman** resigned today (July 10) as director of advertising of Admiral Corp. A successor has not been named. Mr. Gorman told AA that he has no immediate plans.

• **John R. O'Meallie** has been named advertising director of the Times-Picayune Publishing Co., New Orleans, succeeding the late Aubrey F. Murray, who died June 23 while attending a meeting of the Newspaper Advertising Executives Assn. (AA, June 29). Mr. O'Meallie, who joined the company in 1922, formerly was regional advertising sales director of the *Times-Picayune* and the *New Orleans States-Item*.

• **James G. Beardsley**, copy group supervisor, has been named creative director of the Chicago office of Erwin Wasey, Ruthrauff & Ryan. He replaces George F. Drake, who was granted an indefinite leave of absence. The agency also announced the appointments of Lewis Hellwig as head art director and William T. Rooks as copy chief.

• **Jos. Schlitz Brewing Co.** will begin marketing its Old Milwaukee beer in ten markets in southern Illinois at the end of July. An extensive ad push in newspapers, radio spots and outdoor will be used. It marks the first time that Old Milwaukee has been sold outside of Michigan. Grant Advertising, Chicago, is the agency.

• **Friend Bros. Inc.**, Melrose, Mass., has moved advertising for its canned baked beans and other foods out of Ingalls-Miniter-Haughey Co. and into Hoag & Provandie Inc., Boston.

AANR Indefinitely Postpones R.O.P. Color Conference

NEW YORK, July 10—The 1959 R.O.P. Color Conference, originally set for Sept. 29 in New York, has been "postponed indefinitely," according to Howard C. Story, chairman of the conference.

Postponement and probable cancelation of the conference, which was to be the fourth annual color session sponsored by the American Assn. of Newspaper Representatives, came to light this week via a one-line reference in a news release put out by the Bureau of Advertising, American Newspaper Publishers Assn.

The two-page BofA release announced the first seminar on national newspaper advertising, to be held here Sept. 29—the date originally set for the AANR color conference.

■ Sponsors of the seminar, in addition to the BofA, are the Assn. of National Advertisers and the American Assn. of Advertising Agencies. The AANR was not listed as a formal sponsor of the advertising session.

A sentence in the release listed Mr. Story, who is secretary-treasurer of Story, Brooks & Finley, as a speaker at the seminar. Referring to Mr. Story as chairman of the color conference, the BofA release added that the conference had "been postponed to avoid conflict with the seminar."

About six weeks ago (AA, June 8), the AANR, admittedly strapped for funds to finance the color conference, asked some 75 suppliers of newspaper color equipment to kick in $5,000 apiece to help finance the event.

Asked about an alternate date for the color conference, Mr. Story would say only that the Sept. 29 event had been "indefinitely" postponed and that the AANR would "see what happens after the seminar." #

Dr. L. H. Sophian, VP of W. D. McAdams Agency, Dies at 57

NEW YORK, July 9—Dr. Lawrence H. Sophian, 57, a pathologist and medical director and vp of William Douglas McAdams Inc., a pharmaceutical advertising agency, died yesterday of cancer at Roosevelt Hospital.

Born here, he was graduated from City College of New York and received his medical degree from Harvard University in 1925. He joined the teaching staff of the Harvard medical school as an instructor in pathology. In 1929 he became associate professor in pathology at the New York Post-Graduate Medical School, and the following year was named chief of pathology at Roosevelt Hospital.

■ In 1939 he joined the U. S. Public Health Service as director of laboratories and research at the U. S. Marine Hospital at Clifton, N. Y. He was later promoted to medical director in the Public Health Service, retiring in 1952.

Dr. Sophian was a member of the medical department of Lederle Laboratories before joining the McAdams agency in 1954.

His widow, the former Josephine W. Smith, is an account executive at Batten, Barton, Durstine & Osborn. #

Albro Downe Named VP

Lippincott & Margulies, New York, has promoted Albro F. Downe to vp in charge of creative design for package planning.

Young Pontiac Management Fights Plymouth for No. 3 Auto Sales Spot

GM 'No. 2 Make' Aims to Shift Appeal to Hit More Youthful Purchasers

PONTIAC, July 8—The way Pontiac cars have been selling this year, General Motors' "hottest" car may very well win the coveted third place spot in the number of cars produced by U. S. car makers. Even if Pontiac falls short of the No. 3 spot, Pontiac officials are striving hard to make their car GM's second largest seller.

With production figures available through July 4, Pontiac has made 251,859 cars, only a shade behind Plymouth, which has produced 261,464 autos. Chevrolet is occupying the No. 1 spot, with 901,843 cars. Ford is running a close second, with 843,592.

Ranking behind Chevy and Pontiac among GM cars are Oldsmobile (227,993) and Buick (143,048).

Pontiac dealers in June sold 37,387 new cars, a 93% increase over the June total a year ago. Pontiac's own six-month sales figures show 212,147 cars sold up to July 1, a 74% gain over the first half of '58.

Last year at this time Oldsmobile was running fourth, with 172,104; Buick had fifth position with 129,413, and Pontiac was in sixth place, with 120,185 automobiles. Chevy, Ford and Plymouth were in first, second and third spots respectively.

■ Just about everyone has a different explanation for the sales phenomenon. Top executives at Pontiac believe they have a good team and an open field, have their hands on the ball and are running with it.

Agency men see a slightly different picture. "We've got a hot car to handle," said one executive at MacManus, John & Adams, Pontiac's agency since 1933.

"We don't want to give the impression we are the whiz kids over here who are doing the job. We are just getting a lot of courageous acceptance on somewhat different advertising approaches, and these are paying off."

Consensus, almost unanimous, is that Pontiac division has a great team of younger executives, with wide experience in other automotive operations, who came in about three years ago and took aim at a target—making Pontiac the No. 2 General Motors car in point of sales—a spot for which it was intended some 30 years ago, but which it actually has attained only once, in 1935.

■ No one at GM told Semon E. (Bunky) Knudsen in July, 1956 that he was being appointed general manager and vp with that specific end in view, but he started with vim. About the first thing he did was order the removal of the widely known "silver streaks" that had identified the car for years (his father, the late William S. Knudsen, had been influential in putting them on two decades before, when he was president of GM). Bunky Knudsen ordered the bands off at a time when it meant some delay in introduction of the new 1957 models. In that he was directly responsible for a changed Pontiac appearance that could not otherwise have been achieved for another year.

S. E. Knudsen

Next Mr. Knudsen started the practice of taking a new car at random off the assembly line every night he was not away from the plant, driving it home, and returning with comments on his inspection in the morning.

Mr. Knudsen is well qualifie' for this. Only 46 years old now, he has spent most of his adult life in machine shops. After one year at Dartmouth he transferred to Massachusetts Institute of Technology, where he was graduated in 1936. He then came back to Detroit and worked for three years in independent machine shops before seeking his first job with GM.

■ This turned out to be at Pontiac, where Mr. Knudsen remained in various capacities until 1949, when he became director of GM's central office process development section, the real "look-ahead" technical spot of all GM. Soon after he had a tour of duty from 1953 to 1955 as assistant manufacturing manager, then manager of aircraft engines at GM's Allison division in Indianapolis.

In 1955 he was made general manager of GM's Detroit diesel engine division, prior to his taking over at Pontiac in 1956.

Another important change was made in the Pontiac top executive staff, when Elliott M. Estes entered as chief engineer, with a background of study at GMI Institute at Flint, and then three years as a research engineer with the GM research laboratories.

Bunky Knows His Chevies

There is a story about Mr. Knudsen's youth quite often repeated when the question of his automotive know-how comes up. He says it is completely true. His father, then general manager of Chevrolet, responded to the youth's request for a car of his own by saying he could have one if he knew how to put it together.

Bunky reported to a workroom at the Chevrolet plant, after school hours, to find several hundred of odd parts, large and small, scattered about on benches. It took him almost two months of labor, but he finally had one whole Chevrolet.

He joined Oldsmobile as a development engineer in 1946. By May, 1954, he was serving as assistant chief engineer at Olds. This was the man Mr. Knudsen got from his present closest GM rival, Olds, in 1956, when Olds and Buick were both giving Pontiac a hard time for that coveted No. 2 GM sales post.

■ Another one of the younger executives who have "beefed up" Pontiac in the past three years is Frank V. Bridge, with broad sales experience at Buick from 1941 through 1956. Mr. Bridge fills the job of general sales manager.

Another new name in the top merchandising post at Pontiac is John F. Malone, advertising manager, who has been with GM since 1938, when he started at the New York World's Fair, and with Pontiac since 1940. In recent years he has been manager of various eastern zones. He came into the top advertising job last April 1.

■ About a year ago a writer, interviewing Mr. Knudsen on his obvious aiming point at the No. 2 spot, asked him how he was going to do it. His reply was:

"I'm going to make Pontiacs so good that anyone leaving the low-price field will have to go no further. We'll offer everything the big cars have, plus a lower price."

But the Pontiac people are not in the habit of sitting around and waiting for customers to leave another price classification or another model in the same price classification. They have been putting up a strong campaign for new business, particularly among the newer and younger buying families, the ones who are making moves to suburbs, anticipating a long-range increase in family incomes in this group.

■ Although Pontiac is not throwing down the segment of its buying public which for years regarded it as an old and reliable vehicle, "good for 100,000 miles, and looks like it"—it is seeking younger customers, as well. The quoted description had been somewhat disparaged by Pontiac dealers looking for more appearance-conscious buyers.

WHODUNIT—*This newspaper ad was used to follow teaser ads which showed the wide-track '59s but didn't identify them.*

AND LOOKS LIKE IT—*This ad of a decade ago shows the "100,000-mile" old-style Pontiac with the now-vanished silver streaks.*

Mr. Knudsen had a survey made, found that Pontiac's average buyer was above 40 years of age, and has pointed his advertising, design and general sales planning to strive to get this down five to ten years. The division reports some success, and expects to make another check at the end of the 1959 registration year. Dealers talked to report a decided interest in showrooms on the part of the younger group.

The staff at MacManus, John & Adams, spurred on by President Ernie Jones, who at one time was Pontiac account executive, is shooting for this youth group.

■ "There isn't so much to getting out of this low-priced field as you might think," said Paul Newman, another MJ&A executive. "Today there are 54 models of Chevrolet, Ford or Plymouth priced above the lowest-price Pontiac, the two-door Catalina, and this does not include the Thunderbirds or Corvettes.

"This count was made by Polk's National Registration Service, and is not our claim," he said.

This sort of analysis, and sharpshooting against it, is just one example of what Mr. Knudsen said he was aiming to do in holding the price line down. In 1958, a time of model announcements, he said, Pontiac was showing price reductions.

That Pontiac has been gaining steadily in the percentage of its cars going into the so-called low-price classification is shown by the following figures from its own sources in recent years: Economy group sales were only 6.75% in 1952; 8.11% in 1953; 12.23% in 1954; 25.20% in 1955; 45.78% in 1956; 48.84% in 1957, and 59.53% in 1958.

■ Pontiac officials expect the percentage of its sales among its economy models to be above 60% for 1959, covering the Catalina group, as against Star Chief and Bonneville combined. This is in line with the industry's general experience, which is showing a continued upsweep in purchasing of its lower-price models, to the consternation of some top motor officials who had guessed the public really didn't want a cheaper car—just thought it did—and have had to revise schedules and come out with so-called "small cars" when showroom demand showed them wrong.

■ Apart from the general meetings sponsored by the company in key dealer gathering points, with small groups capable of personal exchanges, the MacManus, John & Adams crew in recent years has followed up with a like dealer visit program of its own.

"We don't just go in to tell them what the program is," explains MJ&A's Ernest Jones. "We want them to tell us how to make it better. I guess we spent probably $20,000 on getting this education in the last year, but it's paying off."

Jim Graham, account executive on Pontiac, talked in more detail on the copy tone accompanying the 1959 campaign. Major magazine ads of an evolutionary nature came in advance of the car's appearance, to indicate a new and modernized Pontiac was coming.

■ "Back then Pontiac was identified as a good, safe, reliable and conservative car," explained Mr. Graham. "Of course we are doing nothing to indicate a change in quality, safeness or reliability, but we are definitely looking for that younger age group."

Then came the first ads to increase anticipation and acceptance, followed by newspaper ads to get into the more explicit features and bring the new cars closer to the public. Radio and tv spots were used liberally around announcement time, to gain the needed immediate recognition.

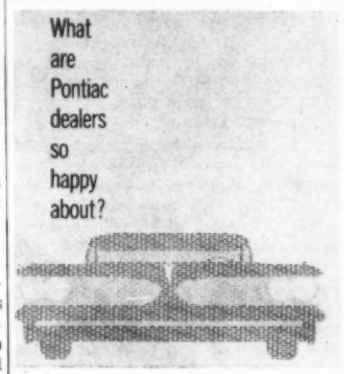
"This year the visual means was the logical thing, as it allowed us to picture the talking points which we were pressing most," said Mr. Graham. "Later we went into a series of spectaculars for Pontiac—about one a month—to impress the sponsor's name."

These shows have included such personages, on "Pontiac's Star Parade," as Ginger Rogers, Victor Borge, Phil Silvers, Louis Jourdan, Perry Como and Gene Kelly.

■ The features Pontiac has been accentuating, among some 65 claimed as new at opening time, are its wider tread, "for safety and greater roadability," and the new body design.

Actually Pontiac's '59 body has not expanded more than has any other GM car: all are made on the basic body shell, and all are about 3" wider, as patrons with narrow garage doors are finding out. Pontiac in 1958 has a tread width of 58.7", in 1959 63.7", as against a 1958 body width of 77.4" and a 1959 width of 80.7". Olds, for instance, gives its over-all width this year as 80.8" but its tread is narrower than Pontiac's.

■ With everyone of an executive capacity in the auto business revising estimates almost weekly on what the 1959 output will be (not in the model year, but in the calendar year), as sales continue upward, Pontiac is expecting to improve on its target of total sales in the industry above 7%, which it named last fall. How much no one out there is willing to guess. It's quite certain, though, it's going to clinch that No. 2 spot at GM. #



IMAGE—*Pontiac wooed dealers with offbeat business paper ads like this one, attempting to remodel the trade image of the '59 models.*

Adam Young Names Two; Adds Three Radio Stations

John Stella, formerly manager of the Detroit office of Adam Young Inc. and Young Television Corp., station representatives, has been named to the new post of manager in the Chicago office of Young TV. Clinton O'Dell (Dell) Simpson, formerly an account executive in Adam Young's San Francisco office, has been named manager of the radio representative's St. Louis office, replacing Jack Hetherington, who resigned to form a tv representative company bearing his name in St. Louis.

Adam Young has been named to represent three radio stations: WPEO, Peoria, Ill., formerly handled by Bolling Co.; KIOA, Des Moines, previously with Weed Radio Corp., and KDAY, Santa Monica, Cal., formerly with Daren F. McGavren Co.

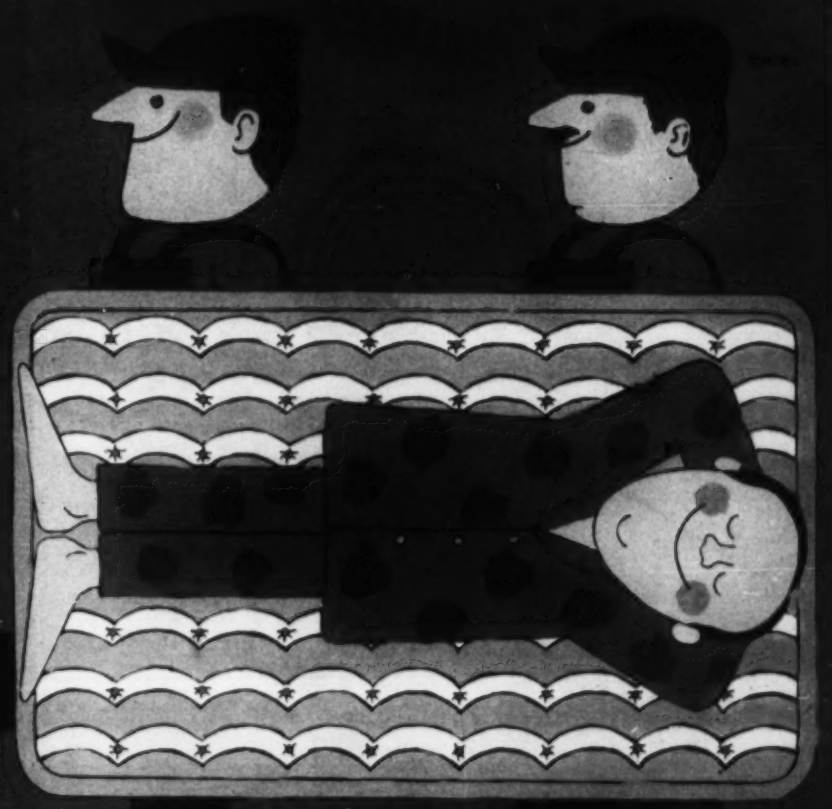
Piper Joins Air Magazine

Morley L. Piper has been appointed New England advertising manager of *Air Force/Space Digest*, a new position. His headquarters will be at 428 Essex St., Hamilton, Mass. Mr. Piper previously was a member of the sales staff of the *Boston Globe* for the last seven years.

Hopper to Dix & Eaton

L. C. Hopper, for six years ad manager of Elwell-Parker Electric Co., Cleveland, has joined Dix & Eaton, Cleveland agency, as vp.

LIFE households buy MORE MATTRESSES than the top brand sells



Even the biggest manufacturer doesn't sell enough mattresses in a year to supply LIFE-reading households.

Just one ad in a single issue of LIFE reaches 15,300,000 U. S. households—households which account for 42 cents of every dollar spent on mattresses. And in six issues, this spending power builds to a highly profitable 74 cents of every mattress dollar.

That's a big market of buyers. A tremendous opportunity for sellers. And both are going to get bigger.

For growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week.

And next year—when mattresses, deodorants, cigarettes and so many other products will be selling at all-time highs—LIFE's circulation base will be at an all-time high also—6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

THE CHRONICLE MEANS THE WEST

TURN BACK TO PAGE 17

Represented by Sawyer Ferguson Walker